



**USE OF SOCIAL NETWORKING SITES BY
RESEARCH SCHOLARS OF FACULTY OF SOCIAL
SCIENCES, A.M.U., ALIGARH: A SURVEY**

DISSERTATION

**SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR
THE AWARD OF THE DEGREE OF**

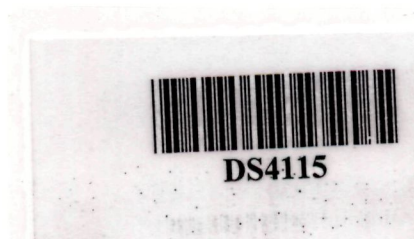
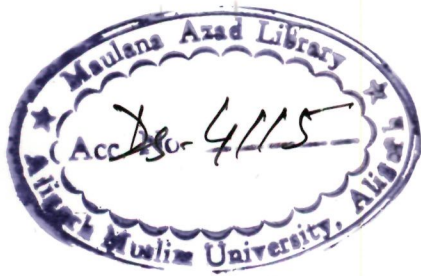
**Master of Library
and
Information Science**

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*Dedicated
To
My
Loving
Parents*



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Certificate

This is to certify that **Miss Farha Parvez** has completed her dissertation entitled *"Use of Social Networking Sites by Research Scholars of Faculty of Social Sciences, A.M.U.: A Survey"* in partial fulfillment of the requirements for the award of the degree of Master of library and information Science (2011-2012). She has conducted the work under my supervision and guidance.

I deem it fit for submission.

Dr. Naushad Ali P.M

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"In the name of Allah the most beneficent and merciful"

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Farha Parvez
FARHA PARVEZ

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ABBREVIATION

AMIS: ADVANCED MANAGEMENT INFORMATION SYSTEM

AMU: ALIGARH MUSLIM UNIVERSITY

FB: FACEBOOK

GNDU: GURU NAYAK DEV UNIVERSITY

HE: HIGHER EDUCATION

OSN: ONLINE SOCIAL NETWORKING

RS: RESEARCH SCHOLAR

RSS: REALLY SIMPLE SYNDICATION

SN: SOCIAL NETWORKING

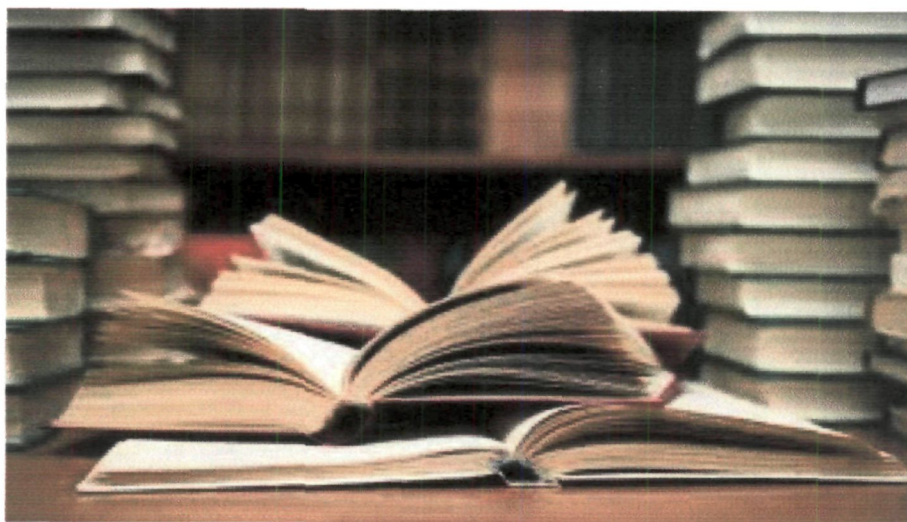
SNSS: SOCIAL NETWORKING SITES

SNWS: SOCIAL NETWORKING WEBSITES



Chapter-1

Introduction



Chapter 1

1. INTRODUCTION:

In the last decades of the 20th century world saw the rapid advancement of information and communication technologies. During this era “communication” is perhaps the most popular term. Today the communication revolution has brought us together regardless of geographical boundaries.

From time to have been invented new communication technologies for better individual as well as mass communication. First, by the invention of the Printing technology the mass communication began its history. Then came the invention of wireless communication; Radio was a big leap in the field of communication. Later, the birth of Television has made an immense impact all over the world. And, recently, Internet or World Wide Web has been perhaps the outstanding innovation in the field of communication in the history of mankind. **(Ramesh Chandra, 2010).**

The rapid expansion of internet has changed the whole scene. It has brought the world into a single room. Right from the news across the corners of the world, wealth of shopping knowledge, a huge scope for job information, lots of opinions to find life partner and information available about any sort of things in the universe known to mankind is at our fingertip. Internet is now used for communication, entertainment and information. This contemporary period has come to be labeled variously as information Age, Communication Age and, the present, Cyber or Networking Age **(Kumar and Keval, 1994).**

The first useful Internet service for the masses was email. Then came the first of the graphical web in the form of websites. Today, this vast network has grown into a truly world wide web that is accessible to ordinary users, turning the Internet into a mainstream phenomenon. Access to the Internet can be found at home, cybercafés, offices, Internet kiosks, cafes and anywhere else where

there is a meeting of people for social or business purpose. What assists Internet usage growth even more is the expansion of devices such as desktop computers, notebooks and Smartphones. Thus not only has it grown in popularity but it has grown into a necessity in our everyday lives. (Megat, n.d).

The internet offers a wide variety of communication tools. Billions of people use facilities like search engines, web pages, e-mails, Really Simple Syndication (RSS), e-books, e-journals, e-newspapers, internet banking, internet telephony, conferencing, multi-media sharing, online news rooms, gaming, shopping, blogging, social networking etc. Today internet is an essential communication medium in professional as well as personal life.

Among these various tools Social Networking is a global phenomenon. Millions now go online social Networking Sites (SNS) and 1.5 billion members worldwide. In recent decades, social networks have grown rapidly. (Wikipedia)

1.1 Social Networking Sites (SNSs)

Social networking has become one of the most important communication tools among people nowadays. However, social networks exist on the Internet websites where millions of people share interests on certain disciplines, and make available to members of these networks various shared files and photos and videos, create blogs and send messages, and conduct real-time conversations. These networks are described as social, because they allow communication with friends and colleagues study and strengthen the ties between members of these networks in the space of the Internet. The most famous in the world of social networks are Facebook (Facebook.com) and Twitter (Twitter.com) and MySpace (myspace.com) and others. (Yousef Zaidieh, 2012).

Social Networking Sites are a type of virtual community that has grown tremendously in popularity. Through social networking people can use network of online friends and group memberships to keep in touch with current friends, reconnect with old friends or create real-like friendships through similar interest or groups. Besides, establishing social relationships, social networking member can share interests and their ideas with other like-minded members by joining groups or forums. They can also participate in discussions through SNS. Members will be updated instantly about their friends and groups. It also offers micro blogging facility. In short, a SNS is a hub for communication, entertainment and information.

When people join social networking sites, they begin by creating a profile, then make connections to existing friends as well as those they meet through the site. A profile is a list of identifying information. It can include your real name, or a pseudonym. It also can include photographs, birthday, hometown, religion, ethnicity, and personal interest. Members connect to others by sending a “friend” message, which must be accepted by the other party in order to establish a link. “Friending” another member gives them access to your profile, adds them to your social network, and vice versa (Dwyer, Passerini & Hiltz, 2007)

Online social networks facilitate connections between people based on shared interests, values, membership in particular groups (i.e., friends, professional colleagues), etc. They make it easier for people to find and communicate with individuals who are in their networks using the Web as the interface. Social Networking Websites (SNW) is very popular among the youth, so that they contribute the majority percentage of the users. Some of most popular social networking sites are: *Bebo, Bharatstudent, Facebook, Hi5, LinkedIn, Myspace, Netlog, Orkut, Twitter, Zorpia, etc.*

The growth of social networking sites has been phenomenal. They have become a part of everyday life for a lot of young people who use them. Everything from chatting with friends, Share multiple points of view, talking to other students, organizing social lives, to sharing music or debating the major issues of the day now takes place online, stay in touch anywhere with friends/colleagues. But there are some drawbacks of use of Social networking are: Lack of anonymity, Scams and harassment, time consuming.

In India, social networking sites are getting more popular and it has become a vital part of our social life. This study seeks to find out the various dimensions in which social networking sites are used by the student community. Students use social networking sites for their personal and curricular activities (Ramesh Chandra, 2010).

Social Networking Sites are an integral part of the social life. They use it to maintain and strengthen their offline connections and primarily for communication rather than entertainment. The study will try to along with its influence on the research activities points out the popularity of social networking among the students community.

1.2 ALIGARH MUSLIM UNIVERSITY:

Aligarh Muslim University is a residential Academic institute located in the city of Aligarh, Uttar Pradesh, India. It is one of the premier central universities in India. Aligarh is situated at a distance of 130km, south - East of Delhi on Delhi – Kolkata Railway and Grand Trunk Road. Modeled on the University of Cambridge, it was among the first institution of higher learning set up during the British Raj. Originally it was Mohammedan Anglo- oriental college, which was founded by a great Muslim social reformer Sir Syed Ahmad Khan, he felt the need for modern education and started a school in 1875 which later become the Mohammedam Anglo-Oriental College and finally Aligarh Muslim University in 1920. This is a central university with several faculties,

maintained institutions and draws students from all corners of the world. The university is open to all irrespective of caste, creed, religion or gender. Aligarh Muslim University ranked 8th best (2009 ranking) of all research universities in India by Council of Scientific and Industrial Research (CSIR) of India. So, it is well known university of international repute having a variety of modern and traditional faculties such as:

1. Faculty of Agricultural Science.
2. Faculty of Arts.
3. Faculty of Commerce.
4. Faculty of Engineering and Technology.
5. Faculty of Law.
6. Faculty of Life Science.
7. Faculty of Management Studies and Research.
8. Faculty of Medicine.
9. Faculty of Science.
10. Faculty of Social Sciences.
11. Faculty of Theology.
12. Faculty of Unani Medicine.

1.2.1 Faculty of Social Sciences:

The faculty of social sciences of A.M.U consists of following 11 departments of studies.

1. Department of Economics.
2. Department of Education.
3. Department of History.
4. Department of Islamic Studies.
5. Department of Library and Information Science.
6. Department of Mass Communication.
7. Department of Psychology.

8. Department of Physical Health and Sport Education.
9. Department of Political Science.
10. Department of Sociology and Social Work.
11. Department of West Asian Studies.
12. Center for women's studies

1.3 STATEMENT OF THE PROBLEM:

The problem for the present study is entitled **“Use of Social Networking Sites by Research Scholars of Faculty of Social Sciences A.M.U, Aligarh: A survey”**.

1.3.1 Definition of terms:

Use: According to **Webster Dictionary (2008)** to do something, a method and objective etc for a particular purpose.

Social Networking Site: According to **Lenhart & Madden's (2007)** “A Social Networking Site is an online location where a user can create a profile and build a personal network that connects him or her to other's users.

Research Scholars: According to **Oxford English Dictionary**, “a series of investigator concerned with different problems, with the different aspects of a problem.”

Faculty: According to **Oxford Advanced learner's Dictionary**, “a department or group of related department in a college or University”.

Social Science: According to **Oxford English Dictionary**, “a branch of society or its organization required for systematic study and method especially dealing with living in or suited to a community”.

A.M.U: Aligarh Muslim University (A.M.U) is the central university in India, which is located in Aligarh.

Survey: According to the **A.L.A Glossary of library terms**, “A scientifically conducted study through which data is gathered according to a definite schedule, which is presented in statistical, tabulated, or summarized form”.

1.4 OBJECTIVES OF THE STUDY:

- 1) To know the awareness of social networking sites.
- 2) To identify how frequently the Research Scholars are using Social Networking Sites.
- 3) To find out the use of Social Networking Sites (SNSs) by research scholars of the Aligarh Muslim University (A.M.U).
- 4) To trace out influence of online Social Networking on research scholars.
- 5) To find out the usefulness of Social Networking Sites to research scholars.
- 6) To identify popular Social Networking Sites among research scholars of Faculty of Social Sciences.
- 7) To identify the problems facing while accessing Social Networking Sites.
- 8) To know the basic purpose for visiting to the Social networking Sites by the research scholars.
- 9) To know the significance of Social Networking Sites in academic and research work.

1.5 HYPOTHESIS:

There is no doubt that hypothesis are important and in dispensable tools of a scientific study. Hypotheses are the working instrument of the theory, which can be tested and shown to be probably true and false. It is the hypothesis which makes the way for solution of the problem.

Hypotheses made in case of the present study are:

- 1) Research Scholars of Faculty of Social Sciences are accessing Social Networking Sites regularly.

- 2) Majority of the Research Scholars use Social Networking Sites for their research work.
- 3) Facebook is the most popular Social Networking Site among research scholars.
- 4) There is a significant difference among male and female research scholars with regards to awareness of privacy policy of Social Networking Sites.

1.6 METHIDODOLOGY:

Methodology has its own implications and importance in scientific investigation, because objectivity in any research investigation cannot be obtained usefulness it is carried out in a very systematic methods designed for it and appropriate techniques for collecting and analyzing data are together known as methodology.

For this study investigator used questionnaire and interview method for collecting necessary data.

1.6.1 Questionnaire Design

Questionnaire is the tool to collect data from diverse large and widely scattered population groups, Goode and Hatt states, "Questionnaire refers to a device for scoring answers to questions by using the form, which the respondent fills himself".

In this study, questionnaire was prepared for research scholars of Faculty of Social Sciences, A.M.U to assess their use of social networking sites by research scholars. Questionnaire consists of 26 questions arrange in such a way that the relation of one question to another can be readily apparent to the respondent. Multiple answers are permitted to the question in the questionnaire.

1.6.2 Pilot Survey

The investigator conducted a pilot survey by administering questionnaires among research scholars of Department of Library and Information science and Department of Psychology of Faculty of Social Sciences, A.M.U. 20

questionnaires were administered among research scholars of these departments. The pilot survey helped subsequently in modified the questionnaires, which further helped in collection of data with more accuracy and completeness.

1.6.3 Sample population

The present study is conducted on 110 research scholars (male and female) of faculty of social sciences, A.M.U, Aligarh. The total number of 110 (22.40%) questionnaires was administrated among the 491 research scholars through random sampling. About of 106 (96.36%) questionnaires were returned back from the research scholars of Faculty of Social Sciences, A.M.U among which male are 47 and female 59. The data collected from questionnaire from source data for the present study. As per the following details:

Table No.1: Response rate

Respondent	Number of questionnaire administered	Number of questionnaire received	Number of questionnaire Analyzed	Response rate
Male Research Scholars	50	47	44	44%
Female Research Scholars	60	59	56	56%
Total	110	106	100	100%

1.6.4 Variable Taken

In the order to achieve the objectives of study following variables are taken for detailed analysis. All 'Research Scholars of Faculty of Social Sciences male and females have been taken as variable for the purpose of analysis.

1.7 DATA COLLECTION PROCEDURE: For the present study, the investigator visited Faculty of Social Science to collect the required data.

Questionnaire was distributed to the research scholars and filled questionnaire were collected either on the spot or after one or two days.

1.8 DATA ANALYSIS METHOD:

Data collected through the questionnaire method were organized and tabulated by using statistical method, and data was compared for analysis using percentage.

1.9 SCOPE AND LIMITATIONS OF THE STUDY:

The main purpose of the study is to find the level of the Use of Social Networking Sites (SNS) by Research Scholars of Faculty of Social Sciences, A.M.U. Aligarh.

The investigator identifies some major limitations of the study:

- 1) The present study consist only use of Social Networking Sites by the research scholars of Faculty of Social Sciences.
- 2) The study has been conducted among the research scholars (male and female) those who were available when investigator has been visited Faculty of Social Sciences.
- 3) The geographical area is restricted to the Faculty of Social Sciences, A.M.U, Aligarh.

1.9 ORGANIZATION OF THE REPORT

Chapter-1: Introduction

The introduction chapter deals with introduction of Social Networking Sites, purpose and objectives of Social networking sites, benefits of Social Networking Sites, hypotheses, Statement of the problem, methodology and scope and limitation of the study.

Chapter 2: Review of Literature

This chapter deals with review of related literature which has been already published on related topic, will be observed.

Chapter 3: Social Networking Sites: An overview

This chapter deals with introduction Social Networking sites, definitions, History of Social Networking Sites (SNS), and types of SNS.

Chapter 4: Data analysis and Interpretation

This chapter deals with the analysis and interpretation of data collected through personal interview and questionnaire method.

Chapter 5: Findings, suggestions and Conclusion

This chapter deals with findings, suggestions and conclusion for further studies.

Appendices

In the end, the bibliography and questionnaire are given.

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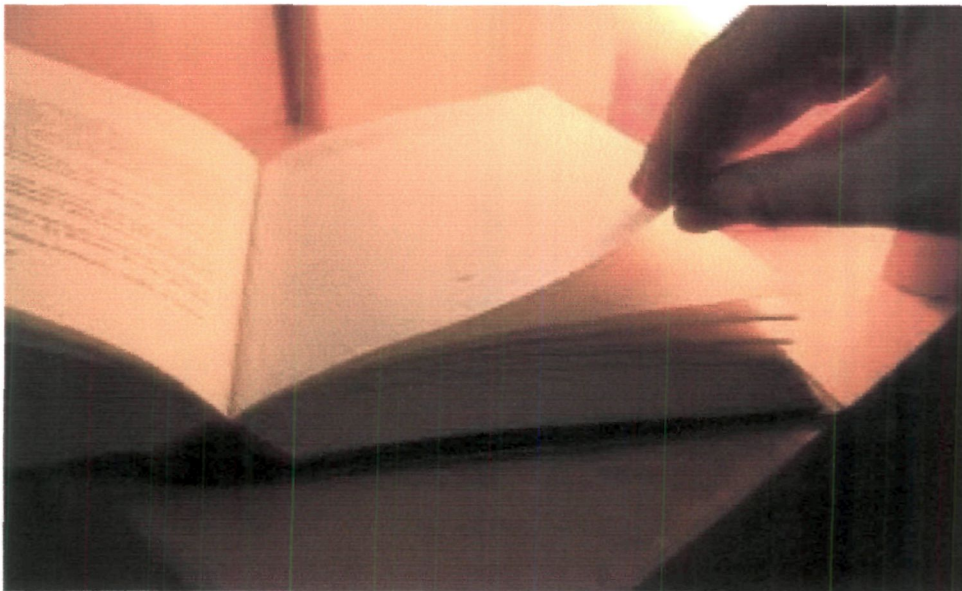
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Chapter-2

Review of Related Literature



REVIEW OF LITERATURE

In this chapter, overall reviews of the studies conducted both in India and abroad have been presented in chronological order, related to the topic “Use of Social Networking by Research Scholars of Faculty of Social Sciences, A.M.U: A survey” . The investigator reviews only those studies which are directly or in indirectly related to the present study.

Online social networking is increasingly the subject of scholarly research. Scholars in many fields have begun to investigate the various aspects of social networking services and the impact of social networking sites. Many studies have been conducted around the world to investigate how these sites may play into issues of identity, privacy, social capital, youth culture and education. An attempt has been made in this chapter to review studies and articles related to the topic. The review of literature allows us to study the trend of similar studies conducted in the same field. *This will give a proper direction to the work and enable integration of the past research leading to the expansion of knowledge.*

Uses of SNSs among students in universities and colleges have been a topic of great discussion among researchers throughout the world. Numerous studies have been conducted to see what positive and negative impacts these sites have on users. The use of Social networking sites (SNSs) have increasingly become an important tool for young adults to interact and socialize with their peers. As most of these young adults are also learners, educators have been looking for ways to understand the phenomena in order to harness its potential for use in education. This is especially relevant in Malaysia where SNSs are popular among the youths, yet there is little data available to describe patterns of use for the wider segment of the

target population. **Hamat, Embi & Hassan (2012)** conducted a study which revealed that under the SNSs penetration is not at full 100% as initially assumed. The respondents spend the most time online for social networking and learning. The results also indicate that while the respondents are using SNS for the purpose of informal learning activities, only half (50.3%) use it to get in touch with their lecturers in informal learning contexts. The respondents also reported spending more time on SNS for socializing rather than learning and they do not believe the use of SNS is affecting their academic performance.

RAMESH SARDAR (2012) explored impact of factors like age, gender, educational qualification on the Social networking sites in Aurangabad city of Maharashtra state. The study reveals some interesting relations, which further can be considered while designing and developing social networking sites. The major findings are that the fifty per cent of the total respondents belong to the age group of 20-30years, 65 per cent of the total respondents access SNSs daily, 15 per cent access once in a week, while 20 per cent of the respondents access once in a few days. It was also found that forty five per cent of the respondents access their accounts between 6-9 pm., it was observed that 50 per cent of the respondents access their accounts from home while 25 per cent access from office, 20 per cent access from cyber café and hardly 5 per cent access from college. It was found that Face book is the most preferred (Social Networking Website) SNW, respondents from all age groups have given first preference to face book App. 50 per cent have their accounts on Face book, 35 per cent preferred Orkut, 10% prefer Twitter, while 5 per cent prefer LinkedIn. Fifty five per cent of the respondents are influenced to find new friends; twenty five per cent of the respondents are

influenced to communicate with old friends, whereas twenty per cent of the respondents are influenced to promote ideas and views.

A study was done at Baddi University of Emerging Sciences & Technology, Baddi, Distt. Solan, H.P by **RAZA (2012)** with the goal of analyzing the use of social networking tools in academic libraries. Some of the Social networking tools in academic libraries are; library blog, RSS (REALLY SIMPLE SYNDICATION), Social Bookmarking, Recruitment tool for job aspirants. Most of academic libraries are adopting this communication tool for promoting their website homepage. Success of a social network mainly depends on contribution, interest and motivation of its members along with technology backbone that makes the life easier to communicate and exchange information to fulfill a particular communication need. Popular social networking sites are Facebook, twitter, MySpace, Bebo, Hi5, Orkut, Zorpia and Netlog. The best part of social networking tool is that it allows people to keep in touch with friends, reconnect with old friends and can make friends of similar profession and taste in different countries without any financial restrictions. Today, library professionals are adopting these services in their libraries to ensure their user community a sense of belief that libraries are rendering effective technology mediated services with the help of social networking tools perspective of the subject.

Hassan and Bashir (2012) in their article addresses some issues i.e. to check Facebook's importance as a social website amongst youth and to see whether it has turned out to be more than just a social networking website with uses like business online, advertisement etc. And also to see the how common is the use of Facebook as a hobby, a pass time and for playing online games. The important issue was; Is

Facebook a bad habit? Is it a waste of time? Findings indicate that although people join Facebook to play games and pass time, but it is an important and very popular social networking website used by people with a motive to keep in touch with their friends and families. Also it is being popularly used for promotion of various products and services. It may be a source of spreading rumors but it is true that it keeps one updated with the latest updates and happenings around the world.

Madhusudhan (2012) studied how research scholars of University of Delhi integrated Social Networking Sites (SNSs) into their daily communication for research work. The results of this study show that a majority of respondents are aware of SNSs and are being used for friendly communication for the period of six months to a year. A number of research scholars use these sites daily for an hour which can be used as an interactive platform for academic communication and can be a source of information/knowledge with the help their friends. The majority of respondents came to know about SNSs through Wikis and have 21-60 friends. Many researchers use SNSs for “lurking” while promoting one’s own research is the lowest ranked SNS activity. *Facebook* is the most preferred SNS of University of Delhi research scholars. Additionally, most respondents preferred the SNS *Facebook* and *Research Gate* for academic purposes. Collaborative and peer-to-peer learning were common benefits from SNSs while some expressed concern regarding cyber-bullying and privacy. Finally, a majority of respondents said using SNSs may be a waste of time.)

Neeraj Kumar (2012) has conducted a study in Sikkim University under the title “User Perception and Use of Social Networking Sites by Sikkim University Students”. The study was conducted with the following objectives are: To study

the use of Social Networking sites by the university students and students of affiliated colleges to Sikkim University; To identify the different purpose for using Social Networking sites (SNS); To assess the source of information about Social Networking sites; To study the opinion about Social Networking Sites; To assess the problem faced using Social Networking Sites. The purpose/aim of the study was to investigate the user perception and use of Social Networking sites by the Sikkim University students. It has been observed in the study that majority parts of the students expressed the use of their internet for Social Networking sites and its resources and were enthusiastic in improving their skills in the use of Social Networking sites. The study showed that a many students were aware of Social Networking sites for good purpose. However, a good number of students use these sites for academic purpose also. Facebook was the most popular site compared to other Social Networking sites. Though the students indicated that lack of security and privacy were the main concerns of Social Networking sites, majority of them used real names and photos in their profiles.

In their study **Veletsianos & Kimmons (2012)** in their study about the Scholars and faculty members' lived experiences in online social networks, the SNS experience of faculty members culminates in a tension between personal connection and professional responsibility. As faculty attempt to negotiate their participation on social networking sites, they encounter issues of establishing boundaries, maintaining appropriate and meaningful connections with others, structuring participation for perceived presentation to others, and using their time efficiently. The results indicate that faculty members actively attempt to manage their use of the SNS or structure their participation it, such that the SNS fits within

the professional culture that they are in and the ideals that they value. Participation and persona by observing how others acted within the SNS and, through their positive and negative experiences, became better at this skill over time. Higher education institutions can be proactive in providing the support and training for scholars to understand participatory cultures and the opportunities, challenges, and perils of networked participation.

In an investigation **Israt Jahan & S.M. Zabed Ahmed (2012)** conducted a study to understand the perceptions of academic use of social networking sites (SNSs) by students of the University of Dhaka, Bangladesh. The results indicate a positive attitude towards academic use of SNSs by the students. Although there are some differences in terms of students' opinions on academic applications of SNSs, these differences are largely due to the fact that the use of these sites in academic contexts is not well-defined. The higher academic institutions need to devise appropriate policies and strategies on how they can utilize social networking sites to support education and learning beyond the classroom.

Essam Mansour (2012) wrote a paper, whose purpose is to assess the role of social networking sites (SNSs) in the 25 January 2011 Egyptian Revolution, also known as the "Arab Spring". The paper finds that SNSs are shown to have played a central and pivotal role in the events known collectively as the Arab Spring. Their importance as a source of non-governmental information and as a means of informing the external and internal community of internal events is highlighted by all participants.

Singh, K.P. and Gill Malkeet Singh (2012) details the innovation in the Web applications and Internet Technology which has brought new avatar of two way

communication which is usually referred as web.2.0. The web 2.0 based applications such as wiki, blogs, RSS, SNSs, IMs, etc brings new paradigm shift in the e-communication and learning by the people of all age groups and genders in real time round the clock. The present study is an attempt to determine the use and effectiveness of such applications in education and research by the research scholars. The study conducted through a structured questionnaire administrated among the research scholars pursuing their research at Guru Nanak Dev (GND) University Amritsar. The study finds that majority of the respondents were found to be aware and making use of such applications in their research affairs and it was revealed from the study that Facebook is the most popular SNS by all category of research.

Singson and Sunkara (2012) said that Social Networking Site's acceptance in Indian university is a new phenomenon with universities taking time to accept the importance of social networking online. This research paper examines the level of usage, acceptance and preference of different social networking in Pondicherry University campus. Hundred respondents were given questionnaire out of which nine undergraduate, eighty one postgraduate and ten research scholars participated in the survey. The research gave insight of the student's community behavior in socialization behavior, based on their academic requirements. Random sampling of twenty departments out of forty departments in the university was provided with the questionnaire to campus residential student with Wi-Fi connectivity 24×7. Results of this small-scale survey in one location indicate that students differ somewhat in their current and anticipated uses of SNSs such as the currently-popular Facebook. Of particular note is the significant difference between the perceived role of this tool as social, rather than educational. Students seem much

more open to the idea of using Facebook instructionally followed by Orkut and research scholars have a high application of SNSs for their academic endeavor. The duration spends for social networking among the student has increase tremendously with the implementation of Wi-Fi and the availability of portable devices that comes cheap in the market. However, as the rapid evolution in societal perceptions and uses of the Internet has shown in the last decade, attitudes toward technologies tend to change over time. The findings suggest that:

1. Among the SNSs Facebook (80%) is the highest use followed by orkut (75.31%) in Pondicherry University.
2. Research scholar (45.68%) and a total of 63% (N=100) of the student often log on to their favorite SNSs.
3. Students (60%) are well contended with making new friend and getting relevant information thereby updating their information needs.
4. Student (53%) often uses SNSs for gathering information.
5. Student's average age is 24 and a majority (64%) of them uses SNSs for entertainment.
6. 50% of the students were open in sharing their opinion and experience in SNSs.
7. Majority (44%) of the students trust the information in social networking sites because that information comes from friends or community groups.
8. Student of Pondicherry responded positively to listing college/university in their personal profile.
9. (80%) of the students were found to be comfortable SNSs except a few in undergraduate.
10. 82% of the students prefer SN from conventional Email.

Buzzetto-More (2012) carried out a study that explored the efficacy of social networking systems as instructional tools by examining the use of *Facebook* in courses at a U.S. Mid-Atlantic minority-serving university by examining student perception as well as by analyzing content. The content analysis found that as students became more comfortable they were more likely to contribute original

postings. Additionally, the most common themes were course or topically related questions addressed to peers and/or the sharing of links to articles, new events, multimedia files, or other matters of interest. Responses to the survey found that students perceive the use of *Facebook* positively as a tool to enhance communications, community building, and engagement; however, they do not want to see social networking services replace course management systems like Blackboard.

Paul, Baker & Cochran (2012) studied the Effect of Online Social Networking (OSN) on student academic performance. The primary motivation of this study was to determine (1) the nature of the relationship between student academic performance and time spent on OSN and (2) how time spent on OSN relates to other key factors, such as attention span and time management skills that also seem to influence student learning. So, ultimate goal is to motivate appropriate behavioral changes in students in regards to social networking use outside of class in hopes of improving academic performance. In addition, he needs to provide information for faculty who wish to incorporate OSN in their curricula, given its widespread popularity among students. The results revealed a statistically significant negative relationship between time spent by students on OSN and their academic performance. The time spent on OSN was found to be heavily influenced by the attention span of the students. Specifically, we determined that the higher the attention span, the lower is the time spent on OSN. Further, attention span was found to be highly correlated with characteristics that predict or influence student behavior, such as their perceptions about society's view of social networking, their likes and dislikes of OSN, ease of use of OSN, etc.

In a questionnaire survey, **Shambare, Rugimbana & Sithole (2012)** studied the Social Networking habits among students and examines SNS usage habits of students. The study tried to explain of various consumer behaviors and reactions surrounding the information and communication technologies within the context of developing countries such as South Africa. Consequently, the purpose of this study was twofold: to investigate young consumers to adoption pattern of SNSs and to establish the Social Networks Sites most preferred by South African students. The Data were collected using a self-administered questionnaire from a sample of 256 South African students. Results suggest that respondents subscribe to a variety of SNS accounts. Findings confirm the popularity of Facebook, and suggest potential for social networking in many aspects of students' lives including education. Faster Internet access and cheaper 3G technology, as well as Smart phone telephony, are enablers that influence adoption of social networking positively.

Jain, Gupta & Anand (2012) found that the social networking sites are acting as great medium for view mobilization. People are feeling free in sharing their thoughts on any issue and even youth is raising their voice against social acts like violation of Human Rights, corruption etc. These social networking sites are proving themselves a boon at least in bringing thoughts of people on these social issues. It is also being generated from the information so obtained that people are getting more aware about the social issues mainly from Facebook. It was found that women's are spending less time on these sites mainly for 10-30 minutes yet they are more sensitive towards these social issues. Most of the people think that youth can play a positive role in changing our society which is represent in most of the responses to different queries.

Tan, Qin, Yongbeom Kim & Jeffrey Hsu (2012) aims to understand the impact of users' privacy concerns on their acceptance of Social Networking Websites (SNWs). The major findings of the study that the privacy concerns of the research respondents were found to be statistically significant. However, they did not directly affect users' acceptance of social networking web sites. Instead, privacy concerns did moderate the effects of perceived usefulness, and perceived ease of use, on users' intention to continue to use SNWs.

Li (2011) proposed and empirically tested a research model that incorporates interpersonal motives (sociability and status) and hedonic motive (perceived enjoyment), and the three processes of social influence: compliance, identification and internalization, to explain one's intention to use social networking (SN) web sites. This study advances theory by examining how the social influence processes affect one's behavioural intention via the interpersonal and hedonic motives. The data were obtained from an online survey of 274 SN web site users. Structural equation modeling analysis was used to validate the proposed model. The results indicate that social influence affects intention directly through the compliance process. Social influence, when exerted through the identification and internalization processes, affects intention indirectly via the two interpersonal motives (sociability and status) and perceived enjoyment. The two interpersonal motives affect intention indirectly via perceived enjoyment. This study provides evidence that social influence processes are also operative in one's adoption of information technology in non-work settings. It also shows that people have two interpersonal motives in mind when they develop an online relationship with others.

In their study **Tham & Niaz Ahmed (2011)** conducted a study on the usage and implications of social networking Sites which revealed the usage and implications of social networking sites among college students. A survey was administered to a non-random sample of 445 college students on SNS use, perceptions of SNS communications, and awareness of the impacts of SNS in academic performance and personal development. Data were collected from a non-random sample of students at St. Cloud State University in Minnesota during the spring semester of 2011. Results revealed that female college students spent more time on SNSs than male students. In general, for both males and females, the time spent on SNS decreased as the age of the respondent increased. As for respondents' perception of the influence of SNS usage on their academic performance, significant differences were found in terms of age. A greater number of younger students reported negative perception of the effect of SNSs on their academic performance. Results revealed that female college students spent more time on SNSs than male students. In general, for both males and females, the time spent on SNS decreased as the age of the respondent increased. As for respondents' perception of the influence of SNS usage on their academic performance, significant differences were found in terms of age. A greater number of younger students reported negative perception of the effect of SNSs on their academic performance. Significant correlations were found between age and gender, and the influence of SNS on users' personal development. Results also revealed that there were significant relationships between users' class rank and field of study, and the influence of SNS.

In a questionnaire survey, **Bicen and Cavus (2011)** investigated the Facebook usage of students and also to learn which Facebook tools the participants preferred. Eighty six volunteer undergraduate students participated in the present study. The

data obtained illustrates that students spend a significant amount of their times using the Facebook. Participants use Messages, Chat, Friends, Links, News and Photos tools are the most commonly used tools of Facebook. In addition, Facebook provides individuals with a way of maintaining and strengthening social ties, which can be beneficial in both social and academic settings. Future studies should concentrate on integrating the Facebook into education and teaching, which is important in students' everyday working lives.

Kuss and Griffiths (2011) carried out a study to present an overview of the emergent empirical research relating to usage of and addiction to social networks on the Internet. The review is intended to provide empirical and conceptual insight into the emerging phenomenon of addiction to SNSs by: (1) outlining SNS usage patterns, (2) examining motivations for SNS usage, (3) examining personalities of SNS users, (4) examining negative consequences of SNS usage, (5) exploring potential SNS addiction, and (6) exploring SNS addiction specificity and co morbidity. The findings indicate that SNSs are predominantly used for social purposes, mostly related to the maintenance of established offline networks. Moreover, extraverts appear to use social networking sites for social enhancement, whereas introverts use it for social compensation, each of which appears to be related to greater usage, as does low conscientiousness and high narcissism. Negative correlates of SNS usage include the decrease in real life social community participation and academic achievement, as well as relationship problems, each of which may be indicative of potential addiction.

Kuan-Yu Lin and Hsi-Peng Lu (2011) applies network externalities and motivation theory to explain why people continue to join SNS. The findings show that enjoyment is the most influential factor in people's continued use of SNS,

followed by number of peers, and usefulness. The number of peers and perceived complementarily have stronger influence than the number of members on perceived benefits (usefulness and enjoyment). This work runs clustering analysis by gender, which found notable difference in both number of peers and number of members between men and women. The number of peers is an important factor affecting the continued intention to use for women but not for men; the number of members has no significant effect on enjoyment for men. The findings suggest that gender difference also produces different influences. The implication of research and discussions provides reference for SNS operators in marketing and operation.

Musthafa, K.M. (2011) studied the social networking experience of university students in India. The objective of the study was to find out the use of Facebook (FB) by the students of Aligarh Muslim University, India and to explore how and why they use FB. Time spent on FB and satisfaction levels of students have been investigated. An attempt has been done to determine the problems faced to use SNS. A questionnaire with open and close ended questions was administered among 100 students randomly. The response rate was 86 percent. Statistical tools have been used to analyze the data. The result shows that female use FB than male students. Majority of the students (60.40%) use FB daily and 41.68 % spend less than one hour. Reading others' posts (88.37%) and chatting with friends (56.11%) are the major activity on FB. Nobody use FB to interact with teachers. Reasons for using FB is the students want to be a part of a group or community (65.11%) and to network or meet new people (55.81 %). Almost all students (86.04%) are satisfied with FB. Students do not like to use internet for a long time and lack of enough time to use SNS are the main problems in using SNS. Lack of training and lack of privacy and security are also inhibiting the students in suing SNS.

Xue Dou, M.A. (2011) conducted a study to explore and identify the cultural influence on people's Social Networking Sites (SNS) usage. Using Hofstede's individualism/collectivism and Hall's high/low context cultural values, this study examines the content of comments on online communities in Mixi, a SNS in Japan, and Facebook. A content analysis of comments that appeared on the SNS communities of three car brands (Lexus, Cadillac, and BMW) revealed that Mixi users and Facebook users differ in the use of visually oriented information and in the types of comments they wrote. Specifically, Mixi users used significantly more visually oriented information in comments than Facebook users. In addition, comments by Mixi users were more likely to ask for and provide advice and information, while comments by Facebook users were more likely to express their feeling towards the brands.

Ayiah, Kumah (2011) conducted a study to establish the possibility of linking a social networking site to the library's web page. The finding was that Social networking sites usage was higher than the other purposes of Internet use, Library services on social networking sites will be appreciated by these students, as they learn they will be entertaining themselves at the same time. The main purposes of visiting the social networking sites are to connect with friends, to chat with friends as well as to visit pages of interest.

Whitney Sue Thoene (2011) examines the effect of social media, particularly *Facebook* and *Twitter*, on the purchasing habits of college students by testing for correlations between recommendations on social media and consumption patterns. Moreover, the research also examines the role of gender and social media usage frequency on consumption patterns. Findings revealed that both Facebook and

Twitter are being used to obtain sales information and promotions. Furthermore, gender has an impact on both social networking sites. Additionally, this study found the higher the frequency of social media usage the more likely customers are to shop at the businesses they have befriended.

Mirani (2011) conducted study to find out the reasons of students in Sukkur city for using these social networking websites. What motivates and encourages students to be a part of these sites and remain active online. The results show that gender wise there are no differences among students for the use of SNS. They use these sites for almost similar reasons. When compared on discipline of studies, the students had no differences for the use of SNS. However, one fact that majority of people are using these websites for last years, shows that with the growth of these websites, people started using these sites as they became popular all over the world. Although, Online Social networking is in use for the last two years in Sukkur, but the students are using it in their daily life. These students use online social networking sites to be connected with other people from their offline circles who may be either their friends or family members. Many students want to meet new people on these sites, whereas only few are aware that online networks can be used for job hunting and want to get jobs by using these websites. The results also suggest that for students, online social networking sites are the means to strengthen their connections with offline networks.

Das & Shankar Sahoo (2011) say that SNS becomes a reason for anxiety and addiction. It starts affecting personal relationship with spouse and family members. Such sites make private life and public life of an individual a digital document.

How SNS affecting our social behavior and relationships? Are we going towards a prosperous future or a darker world of SNS? This research study tries to explore all these negative impacts of SNS on its users. The growth of social networking sites shows a significant change in the social and personal behavior of Internet users. SNS has become an essential medium of communication and entertainment among the young adults. Though it has started to affect the daily activities of normal human beings, the popularity of SNS is not going to reduce in near future. Everything in this world can be used for a bad purpose as well as for good. It's us who can make the difference and utilize social networking sites wisely for the benefit of developing social bonds across the geographical borders. However, nefarious act of cyber criminals discussed in the article has to be brought to the fore and stringent measures should be taken to curb the menace. Cyber laws have to be fortified with advancement of rules as if violators cannot escape committing a crime, at the cost of societal values.

Bicen and Cavus (2010) investigated the internet usage of students and also to learn which social network sites are preferred by the participants. The volunteer participant of this study consists of 52 undergraduate students. Literature survey was used to gather general information about background of the study and questionnaire was used to collect data and to find out the opinions of students about preferring social network sites. Also, frequency and percentage methods were used during the analysis process. The results of the study show that *Live Spaces* and *Facebook* social network sites are preferred by the participants.

Roblyer (2010) made a comparative study of use of Facebook by students and faculty, as well as their willingness to segue their use of these tools from the social arena to the instructional one. The study proposed the following questions; (i) How

does college faculty adoption and uses of SNS compare to that of college students? (ii) Do college students and faculty communicate as much or more using Facebook than they do with technologies traditionally used in colleges (e.g., email)? (iii) What proportion of students and faculty who use social networking sites use them for communication on instructional matters? (iv) How do student and faculty perspectives compare on using Facebook to support class work?

Flad (2010) carried out the study to check the Influence of Social Networking Participation on Student Academic Performance across Gender Lines. The findings revealed that the social networking is of great importance to adolescents is consistent with the literature, as is the idea that there are differences between male and female students regarding academics and social networking. Many students, who reported to having multiple SNS accounts, using them regularly through computer, email, and cell phone, still reported that their SNS were not important. The students seemed to spend a lot of time on these sites. Only ten percent of all participants rated their SNS membership(s), Very Important, and these students were all female. Females were more likely than males to participate in social networking, but were also more likely to have higher grades and take more rigorous classes. This study has shown that social networking can have a negative impact on study habits and completion of homework assignments, but there was not a drastic difference between students who spend a lot of time on these sites and those who do not. Though these are substantial, there is not a causal relationship between SNS participation and doing poorly in school.

Akyıldız & Argan(2010) examined the purposes of Facebook use in an undergraduate sample and explore time investment of the students to Facebook social network site. The results indicate that only 6.2% students have no Facebook

account. Facebook members participated in this study reported that they had been on Facebook for 2 years or more, log in to Facebook several times in a day and spend approximately 15 min or half an hour on Facebook daily and they have between 101-300 friends on Facebook. According to results, it is find out that purpose statements related to social and daily activities had a higher score than educational and school-related purposes' statements. When all purposes are evaluated together; having fun, contacting friends and following news on Facebook come to the fore as Facebook usage purposes.

Firth (2010) conducted a study to assess student's engagement of theory through Facebook, to determine student motivation in the use of web 2.0 technologies and to assess the impact of *Facebook* use for the first year learner. The result of recent survey stated that 78% of students felt that external working requirements affected their study. It is therefore imperative for students to access learning environments that are socially enabled and reflect their identity. With a current fan base of over 4.1 million, *Facebook* is a distinctively preferential platform for Higher Education (HE) to utilize alongside assessments as it lowers barriers and allows more self-disclosure to improve collaboration in preparation for graduate employment.

Brady, Holcomb & Smith (2010) conducted a study on the educational benefits associated with the use of SNSs. The study was focused on the graduate students enrolled in distance education courses using *Ning* in Education, a non-commercial, educational-based SNS. The study was based on the students' attitudes towards the sites as productive online tools for teaching and learning. The researchers found out that education based social networking sites can be used most effectively in

distance education courses. They are an excellent technological tool for improved online communications among students in higher distance education courses.

Boyle & Johnson (2010) conducted a study whose purpose was to examine the role of self-presentation on *MySpace* pages through the type and amount of information users are posting on their sites. This study also examined motivations for *MySpace* users and found that they were more comfortable with posting the more broad pieces of information, such as gender, race, zodiac sign, and hometown. However, they were not as willing to post their income, whether they smoked or drank, or the groups they belonged to. Still, at least half of *MySpace* users responded to all but two of the categories (groups and income). Age and motivations for creating a page were major predictors of how much information people revealed about themselves.

Dickson & Holley (2010) examined the use of the major social networking tools in academic libraries in the USA. As college students are heavy users of social networking, such efforts provide academic libraries with outreach possibilities to students who do not use the physical library. The paper also seeks to examine the concerns about their use both from students and within the academic library. The result revealed that Social networking can be an effective method of student outreach in academic libraries if libraries take care to respect student privacy and to provide equal coverage for all subject area.

A study to determine student motives for using *Facebook* was carried out by **Aghazamani (2010)**. A close-ended questionnaire was administered to 595 University students who were recognized as users of the site at Karlstad University

in Sweden. The aim of the study was to examine how university students who deal with SNSs, particularly Facebook.com, spend their time on the site and what their motivations are. In accordance with different gender, education levels, and preferences in using Facebook, results revealed that male Facebook users spend more time on Facebook during the weekday ($p\text{-value}=0.9238>0.05$) than female users. In addition, males spend more time on the site on weekends ($p\text{-value}=0.9953>0.05$) than female users. The number of site logins among graduate students appears to be less than undergraduate students ($P\text{value}= 0.2138>0.05$). Moreover, most male respondents chose friendship as their most favorite activity ($p\text{-value}=0.8883>0.05$) instead of other activities (chat, postings, and comments). Also, friendship was recognized as the most popular activity for undergraduate students compared to graduate students ($p\text{-value}=0.2045>0.05$). One question related to the user's willingness to pay a membership fee to connect the site. The result of pvalue test found that male users ($p\text{value}= 0.9991>0.05$) and undergraduate students ($p\text{value}= 0.9884>0.05$) were more interested in paying a charge than other groups (female and graduate students).

Keenan and Shiri (2009) conducted an exploratory study on how Social Networking sites encourage sociability. They work on the topic "Sociability and social interaction on social networking websites". This study focuses specifically on what makes social websites "social." For Social Networking site (Facebook, Orkut, Twitter and Blog) were examined from a user's perspective. They found that the Social Networking sites use a number of different approaches to encourage sociability among the users. Facebook promotes privacy representing real world

networks in a web environment. Twitter and Blog focus on more specific aspects of community and technology, respectively.

Anne West, Lewis & Peter Curries (2009) conducted a study on Student Facebook 'friends': Public and Private Spheres. Findings suggest that social networking sites, such as *Facebook* are associated with new ways of constructing some of the notions surrounding the traditional public/private dichotomy. Notions of what are private and what are public is fuzzy, with no clear-cut public/private dichotomy. Computer mediated communication appears to make this fuzziness more apparent than has hitherto been the case

Piskorski (2009) cites that people love to look at pictures, which is the killer application of all online social networks. Piskorski hypothesizes that the people who post pictures of themselves can show they are having fun and are popular without having to boast. Another attraction of photos is that they enable a form of voyeurism. Social networks enable a very delicate way to pry into someone's life without really prying. He also found out deep gender difference in the use of sites. The biggest usage categories are men looking at women they do not know, followed by men looking at women they do know and women look at other women they know. Overall, women receive two-third of all page views.

Banquil et.al. (2009) explained the importance of the proper usage of social networking sites. It aims to point out particularly adverse effects it poses to people's daily lives. The researchers have come up with a conclusion that social networking sites do affect one's academic performance adversely. It directly causes the gradual drop of grades of students. It directly affects a student's academic performance if the student invests his time in social networking sites instead in this study. Procrastination and time-wasting is a major issue in this

study. It can also be implied that social networking sites are highly addictive to those people who cannot control themselves into constantly using these sites, prioritize entertainment over schoolwork, and gives too much attention to social acceptance and affiliation.

Livingstone & Brake (2009) illustrates that Social networking sites have been rapidly adopted by children and, especially, teenagers and young people worldwide, enabling new opportunities for the presentation of the self, learning, construction of a wide circle of relationships, and the management of privacy and intimacy. On the other hand, there are also concerns that social networking increases the likelihood of new risks to the self, these centering on loss of privacy, bullying, harmful contacts and more. This article reviews recent findings regarding children and teenagers' social networking practices in order to identify implications for future research and public policy. These focus on the interdependencies between opportunities and risks, the need for digital or media literacy education, the importance of building safety considerations into the design and management of social networking sites, the imperative for greater attention to 'at risk' children in particular, and the importance of a children's rights framework in developing evidence-based policy in this area.

Muñoz & Towner (2009) in their article proposed the idea of using the social network site, *Facebook*, for teacher education. Specifically, this research explores the advantages of this new Web 2.0 medium, and illustrates the different levels of course integration at an instructor's disposal. In addition, it provides specific

instructions on how to use *Facebook* and a discussion of “best practice” policies that can be ethically implemented within the classroom. Specific attention is given to suggestions for creating a professional Facebook presence in which future teachers can emulate.

Subrahmanyama, Reich, Waetchter & Espinoza (2008) says that social networking sites (e.g., *MySpace* and *Facebook*) are popular online communication forms among adolescents and emerging adults. Yet little is known about young people's activities on these sites and how their networks of “friends” relate to their other online (e.g., instant messaging) and offline networks. In this study, college students responded, in person and online, to questions about their online activities and closest friends in three contexts: social networking sites, instant messaging, and face-to-face. Results showed that participants often used the Internet, especially social networking sites, to connect and reconnect with friends and family members. Hence, there was overlap between participants' online and offline networks. However, the overlap was imperfect; the pattern suggested that emerging adults may use different online contexts to strengthen different aspects of their offline connections. Information from this survey is relevant to concerns about young people's life online.

Mark-Shane Scale (2008) conducted a study to explore the concept of social search, evaluate the performance of Facebook as a social search engine, and to understand the relationship between social networking sites (SNS) and social search. The author's intention is to examine the possibility that *Facebook* presents as the future of on-line search and the implications for libraries. The finding was that *Facebook* as a people search engine, yields irrelevant results in response to search queries for unknown persons or groups. *Facebook* may also fail to provide

timely and relevant results when attempting to get information from persons with whom the user has a weak relationship. Findings also indicate the limitations of users functioning as quasi-librarians as it relates to the quality of information retrieval.

Griffith and Liyanage (2008) say that the positive aspect of SNS and their use is starting to emerge. Academic and established institutions are discovering that SNS can reach people that are attracted to their special interest groups. Students are now using SNS to help in their academic studies for group and team based work. The various networks and social structure established within an SNS can help promote additional interaction between the educator and student. Due to their large popularity, SNS sites have become a part of everyday life for a majority of Internet Users. SNS sites can be used to form study groups, promote research based projects and even help with academic support for distance and campus based education. The level of information disclosed on a SNS site is another tool, which can be used to facilitate another portal of communication between the student and educator.

Davis & Lee (2008) conducted a study on the Legal Implications of Students Use of Social Networking Sites in the UK and US: Current Concerns and Lessons for the Future. This provides a comparative snapshot of the current state of the law in the US and UK with respect to potential liability of University and college students for use (and misuse) of SNSs. It reviews the limited case law on this topic, highlighted the differences in the two nations' law of determination and the various possible legal claims available to individuals allegedly harmed by posting on these SNSs, and concludes that neither country currently offers a satisfactory legal or quasi-

legal model for resolving these disputes. There is scope for such a study in Indian context too.

Eszter Hargittai (2007) conducted a study which aimed to explore or look at predictors of SNSs usage with particular focus on *Facebook*, *MySpace*, *Xango* and *Friendster*. A survey was conducted among the college students of Illinois and Chicago. Findings of the work suggest that the use of SNSs were not randomly distributed across a group of highly wired users. A person's gender, race, ethnicity and parental and educational background were all associated with the use. This throws light on the reasons for the use and non-use of the social networking sites and how a person's demographic characteristics and social surroundings of his/her use might relate to the use of particular social networking site they embrace.

Telwall and Halser (2007) conducted a study on the weblog. The main aim of the study was to explore the capabilities and limitations of weblog search engines. Evaluative study was conducted for that purpose. Findings show that Social Networking among Students although blog searching was a useful new technique, the results were sensitive to the choice of search engine. The parameter used and the date of search, quantity of the spam also varies by search engine and search type. Blog searching and web searching are significantly different from each other. Hence information professionals need to understand its strength and its weakness, this study is very helpful for that purpose.

Ellison, Stainfeild and Lampe (2007) discussed about the use of social networking sites. The main objective or purpose of the work was to examine the relationship between use of Facebook and the formation and maintenance of social

capital. A survey among undergraduate student was conducted and regression analysis was done on the result. Findings of the study revealed that Facebook was used more to meet new people or to maintain and strengthen relationship with offline connection. This study disclosing the fact that online interaction does not necessarily remove people from their offline world but may indeed to be used to support relationship and keep people in contact even when life changes move them away from each other. Very often SNSs are used by the people to keep in touch with people known to us in the real world and to make new contacts in the virtual world.

Topper (2007) discussed about the social networking in library. The purpose of the study was to understand the impact that social networking had on the public and academic library. Literature review was the important method adopted for the work and the study found that libraries will have to reach users in their preferred method of communication and they show the value of planning ahead for the future and the ways patrons were accessing information. The younger generation's perspective on the internet generally and on social networking technologies in particular was identified from the study.

Acquits & Gross (2006) conducted a study to understand underlying demographic or behavioral differences between the communities of the network's members and non-members and impact of privacy concerns on member's behavior. In this research, the researchers found out that age and student status are the most important factors in determining the Facebook membership, though the privacy concerns also play a role, but only for non-undergraduate students. Majority of the members are aware of the visibility of their profiles and they rely on their own

ability to control the information they disseminate. However, they document significant dichotomies between specific privacy concerns and actual information revelation behavior.

Heng-Li Yang, Jih-Hsin Tang (2003) investigates the effects of social networks on students' performance in online education which uses networking as an adjunct mode for enhancing traditional face-to-face education or distance education. Using data from a 40-student course on Advanced Management Information Systems (AMIS), they empirically tested how social networks (friendly, advising, and adversarial) related to students' performance. First, advising network variables are positively related to student performance both in the class and on the forum. Adversarial variables are negatively correlated with almost all students' performance. Second, advising and adversarial network variables are good determinants for overall academic performance; however, adversarial network variables are not influential on students' performance on the forum. Friendship network variables are not determinants of students' performance. Implications for the results are also discussed.

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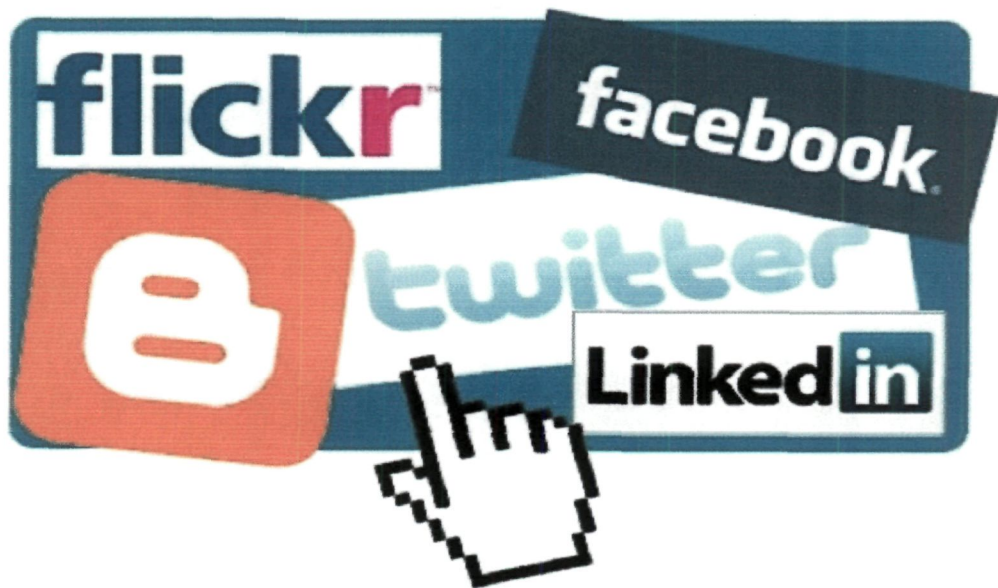
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Chapter-3
*Social
Networking:
An Overview*



Social Networking Sites: An overview

INTRODUCTION:

Over the last few years, the Internet has expanded with powerful applications such as blogs, instant messaging, eCommerce, VoIP (which includes peer to peer voice communication), video, online news, podcasting, multiplayer gaming, photo sharing, online maps, GPS services and a lot of other terms have entered into the vocabulary as these services became popular with Internet users. As the Internet came out with more and more sophisticated services, inspired entrepreneurs brought many of these services together into sites that aimed to connect people. With such widespread use, it was only natural then that people began using the Internet as more than just a means of seeking information. People found that the Internet could be used to connect with other people, whether for business or commercial purpose, and also to make new friends and to rekindle old friends and long lost relatives.

The social networking revolution was born. Today, social networking sites form the bulk of most lists of highly valued Internet companies. Its is because just about everyone who uses the Internet is a member of at least one and often many online social networks. With such widespread adoption, it is no surprise that social networks have impacted the way people live and socialize.

The terms 'social network site', 'social networking sites', 'online social network' are often used interchangeably. 'Social media' is a broad term to denote the social networks, blogs, user-created Videos and pictures, message boards and Wikis. The first recognizable social network site was SixDegrees.com, launched in 1997 that allowed users to create profiles, list their friends and, beginning in 1998, surf the friends list (Boyd & Ellison, 2008).

Online social networks focus on building and reflecting social relationships among people who share interests and or activities. Most social networks allow users to maintain profiles of themselves and lists of their friends. These social networks encourage people to share their personal experience with others through music, videos and other media. Among the most popular social networks these days are Facebook, MySpace and Friendster. Of course, social networks are not a new phenomenon on the Internet as people began socializing with one another almost as soon as the Internet came into being. (Megat, n.d).

3.1 SPREAD OF SOCIAL NETWORK

Today, there are hundreds of Social Networking Sites operating. Some of them are popular in certain countries while others have global reach. Some of these sites are targeted at very specific interest groups while others are general in nature. One of the best examples of a special interest social network is LinkedIn, a very popular social network for business executives. The popular general social networks are sites such as *Facebook*, *Twitter*, *Friendster*, *MySpace*, *Blogger* and many more.

A **social network** is a social structure made up of a set of actors (such as individuals or organizations) and the dyadic ties between these actors. The social network perspective provides a clear way of analyzing the structure of whole social entities (Wasserman & Faust, 1994). The study of these structures uses social network analysis to identify local and global patterns, locate influential entities, and examine network dynamics.

Social networking services utilize the participation technology and software tools to facilitate communication and interaction between members. Social software communication tools include blogs, wikis, instant messaging, chat rooms, message boards and social bookmarking. Members use these tools

to share online ideas, documents, photos, videos, and favorite websites actually almost anything (**Kuppuswamy & Shankar Narayan, 2010**)

A social networking service is an online service, platform, or site that focuses on facilitating the building of social networks or social relations among people who, for example, share interests, activities, backgrounds, or real-life connections. A social network service consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, activities, events, and interests within their individual networks. (**Wikipedia**)

Social network sites (SNSs) such as *Friendster*, *CyWorld*, and *MySpace* allow individuals to present themselves, articulate their social networks, and establish or maintain connections with others. These sites can be oriented towards work-related contexts (e.g., *LinkedIn.com*), romantic relationship initiation (the original goal of *Friendster.com*), connecting those with shared interests such as music or politics (e.g., *MySpace.com*), or the college student population (the original incarnation of *Facebook.com*). Participants may use the sites to interact with people they already know offline or to meet new people. The online social network application analyzed in this article, *Facebook*, enables its users to present themselves in an online profile, accumulate "friends" who can post comments on each other's pages, and view each other's profiles. Facebook members can also join virtual groups based on common interests, see what classes they have in common, and learn each others'

hobbies, interests, musical tastes, and romantic relationship status through the profiles (Ellison, Steinfield, & Lampe, 2007).

3.2 DEFINITION:

According to Lenhart & Madden's (2007) "A social networking site is an online location where a user can create a profile and build a personal network that connects him or her to other users."

According to Boyd and Ellison (2007) define SNSs as: "Web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system".

Miller (2007) defined "online social networking site as "free online services" that facilitate communication through an interactive network." Miller (2007) listed down the interactive network that includes user profiles, photos, groups, emails, blogs, music and other media. On the other hand, Mahajan (2009) defined the information of a community on the internet, which facilitates the users to interact for common purposes.

According to Williams (2010), "An online social networking application is an internet-based service that allows users to create and manage virtual social networks".

3.3 FEATURES OF SOCIAL NETWORKS

- ❖ The ability to create a **Profile page**—This is your main "home" on the network. Different networks offer varying abilities to personalize your page in terms of look and feel. They may also differ in terms of the types of information you would include, such as name, location, education, etc. Facebook, for example, asks for your relationship status (because it's

more “social”), while on LinkedIn, which is primarily for professional use, does not.

- ❖ **A way to find and link to “friends” or connections**—The purpose of a network is connections, so facilitating a members’ ability to find and connect to other people is important. Each network offers different types of search capabilities and once you’ve located a potential friend, you must send an “invitation” to invite them into your personal network.
- ❖ **Privacy Controls**—In most networks, your ability to access more detailed information about a person is based on their status as one of your connections; “friends” can see much more information than those who are not your “friends.” You can control who is actually in your personal network by effectively managing who you invite into your network and whose invitations you accept.
- ❖ **The ability to send public and private messages**—In *Ning* and *Facebook*, you can communicate with your connections either by sending a private message or “writing on their wall.” On LinkedIn, you communicate via person-to-person messages. *Ning* also provides Forums where members can interact with one another on specific topics.
- ❖ **Ability to share various digital objects and information**—Both *Ning* and *Facebook* allow members to share various online items, including photos, videos and RSS feeds. *Linkedin* offers some ability to share links, although its multimedia capacities are nothing like what we find on *Facebook* or *Ning*.

3.4 BRIEF HISTORY OF SNS:

Boyd and Ellison (2007) mention SixDegrees.com which arose in 1997, as the first site with social networking features in the history of social network sites (SNSs). In *SixDegrees.com* people could create a profile, list their friends

and surf the friends list. There were already some sites which used these features such as profiles on dating sites and online communities and supported list of friends in AIM and ICQ buddy lists, but friends were not visible to others. SixDegrees.com, however, was the first one which integrated these features in a web-based social network.

SixDegrees.com tried to be a platform on which people could connect with each other and send messages. In spite of having millions of users, SixDegrees.com failed to have a sustainable business. Some believe that its pioneer position was its weakness since there were not enough people online at the time for online friends networks to be established (Boyd & Ellison, 2007). SixDegrees.com was followed by other SNSs such as *LiveJournal*, *AsianAvenue*, *BlackPlanet*, *LunarStorm* and many other SNSs in the following years.

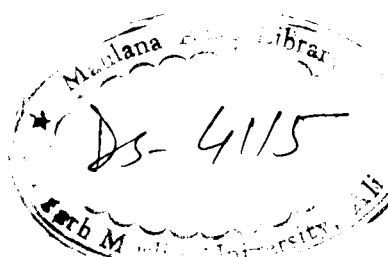
The emergence of *Asian Avenue* and *BlackPlanet* marked the beginning of the goal-oriented SNSs (Figure 2). That is, the SNSs tried to specialize themselves in specific areas. For example, *BlackPlanet* was set up to connect people and strengthen black community. By this strategy, *BlackPlanet* tried to belong to the both socializing and networking SNSs in the SNSs' categories. *AsianAvenue* shares the same story as the *BlackPlanet*. Community identity and connecting people were the main emphasis of the *AsianAvenue*.

Korean *Cyworld*, a general-purpose SNS, emerged in 2001. *Korean Cyworld* established itself as a successful SNS by targeting mass users. *Friendster* was the next successful general-purpose SNS which emerged in 2002. However, *Friendster* failed due to different technical and social factors which will be discussed later in this research. MySpace took advantage of *Friendster's* failure by attracting those users who were interested in music and social networking. Afterwards, many other SNSs emerged from which

considerable numbers of them focused on specializing in specific areas. For example, *Ryaz* and *LinkedIn* focused on establishing business network among professionals. *Fotolog* and *Flickr* established themselves as the photo-sharing platform. *YouTube* has the same story but instead of photo videos were used.

The year 2003 was the start of an explosion of the emergence of various SNSs. The number of new SNSs increased very rapidly. These SNSs provide users diverse communication and involvement features. Users are provided with more options for various functions such as:

By comparison of the features in the second wave of SNSs' emergence with their former generation (primitive), this group can be called a sophisticated version of the previous SNSs. The primitive version of SNSs only facilitated the users to have a platform and surf the friends list and send messages to each other. Besides these features, the sophisticated versions of SNSs try to facilitate interactive information sharing by providing different applications. For instance, Facebook is a good example of the sophisticated version of SNSs. Facebook and Twitter are the most successful SNSs in recent years. The idea which was once developed by *Friendster* in early 1997, made so many triumphant successors. However, *Friendster* is called "one of the biggest disappointments in Internet history" (Chafkin, 2007, p. 1). *Friendster* was followed by *MySpace* and *LinkedIn* a year later, and eventually *Bebo*. Attesting to the rapid increase in Social Networking Sites' popularity, by 2005, it was reported that *MySpace* was getting more page views than *Google*. *Facebook*, launched in 2004, became the largest Social Networking Site in the world in early 2009.



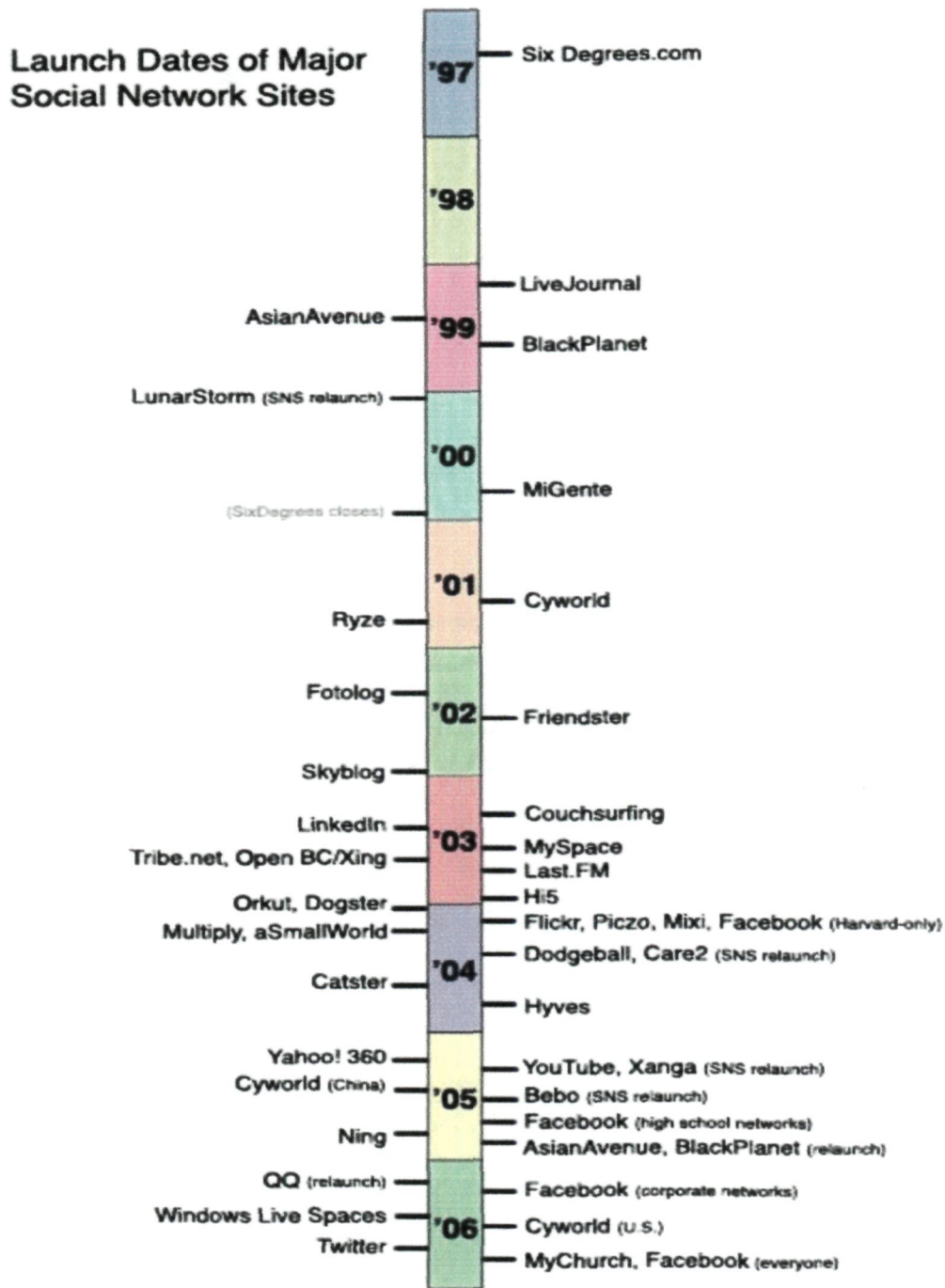


Figure 1: Timeline of the launch dates of many major SNSs and dates when community sites re-launched with SNS features
 (<http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.htm>)

Social networking sites are websites that facilitate online communities where people from all over the world can meet and share common interests by setting up a “profile page”. These sites are particularly popular amongst young people. A recent report revealed half of all users accessed their social networking site at least every other day.¹ Further, a MSN/MTV survey only 18% of young people are yet to try social networking.² Its popularity can be further observed as an Experian-Hitwise study found social networking is replacing email services for the internet messaging market. **Mackay, (n.d)**

3.5 TYPES OF SOCIAL NETWORKING SITES

Social networking sites can be divided into two categories:

- 1. Profile based** as Bebo, Facebook and MySpace,
- 2. Content based** – such as YouTube and Flickr.

This guide will focus on the profile-based social networking sites. The motivations for using social networking sites vary. In general, Childnet identified that young people use these sites to: 4

- Keep in touch with friends and sharing interests.
- Experimenting with their identity and opinions.
- Having a space where their parents or carers are not present
- Demonstrating technical expertise

3.6 WHY PEOPLE USE SOCIAL NETWORKING SITES (SNSs)

It is important to understand WHY people use these websites, as there is a broad demographic on these sites. Some people use them for business purposes, to network and find new deals. Then there are others who use social networking sites for purely personal reasons and are totally oblivious to the fact that there is a business presence in the social networking environment at all.

It is interesting to see that there are so many different things going on in one place, and even more incredible that they seem to all work in harmony.

1. Purely Personal Reasons

Easily the most common use of Social Networking sites, and the main reason for them existing in the first place, is for personal reasons. The majority of people using Facebook or Myspace keep to the “social” label. It is used for its original purpose – to keep in touch with friends.

Some people will go on simply to update their status or view their friends’ statuses, or to look at photos from the weekend’s night out. One great way of taking advantage of the personal side of Facebook is keeping in touch with people hundreds of miles away, maybe somebody who has gone traveling or moved to the other side of the world. In the past it would have been nigh on impossible to keep in touch, much less keep up to date with what they are doing.

2. Business – Connecting with customers

With the rise of Internet Marketing, social media is being embraced by businesses more and more. Innovative ways of utilizing these tools by connecting directly with customers are being found.

Companies are seeing that the best way to conduct themselves online is to speak to their customers directly using these social networking sites, Twitter being especially useful for this. It increases the reputation of the company, gets them positive reviews and shows that they really care about the customer. It also gives a human face to the large corporation, meaning that customers or potential customers will feel much more comfortable coming back.

There are some great examples of this strategy online, with a company called *Virgin Trains* being one of the most successful. They have a small team of dedicated and named staffs who run the Twitter feed as part of their overall PR role. Whenever a customer has a question or a complaint about the trains,

for example – the train is late or something has gone wrong with their ticket, they post it on the Twitter feed and usually get a pretty quick response.

The response is sometimes a simple apology about a train being late, but it gives a human element to the company and this simple gesture could stop them losing a customer for the future.

They can also act as a sort of customer service line, say somebody loses the code to pick up their ticket from the fast ticket machine they will post on Twitter, and get a response with the information they need.

3. Business – Networking

There is also the opportunity for business types to network and expand their business on the social networking platform. Alright, so that might have been a *slight* exaggeration. You could expand your business through old contacts as well as new, but it doesn't mean they will be the factor that leads to your success.

Social networking sites like **LinkedIn** exist for this purpose; for people to network within a business environment. It does for businesses what Facebook does for students and teenagers, it lets people connect. It could find you a new business deal or could even find you a new job.

4. Entertainment

Going hand in hand with the 'social' element of Social Networking, people sometimes go on purely for entertainment purposes. Myspace is a prime example of this, as many famous artists have been discovered through these sites (sort of sounds like marketing, huh?). Music is a big part but also videos, such as Youtube viral offerings, are easily spread on social networking sites.

The newest craze is on Facebook, with all the game applications that have appeared over the last couple of years. The most popular of these is a game called Farmville which has managed to acquire 72.9 MILLION users per month.

That is a crazy amount of people to be playing a game about running a virtual farm.

3.7 BENEFITS OF SOCIAL NETWORKING:

Social networking is a recent invention that has the Internet still at the edge of its seat due to its popularity with people. This is mostly because it really is for the people. Bringing every kind of social group together in one place and letting them interact is really a big thing indeed.

There are some benefits of using SNS

a) Keep in touch

Social networking provides a great way for us to stay in touch with people who may have moved away. Normally, people try to stay in touch with friends via phone calls and the occasional letter or e-mail, but busy lives make it difficult to maintain contact. However, social networking is such a regularly used medium that it's easy to stay in touch with people even when they move away.

a) Get Feedback

We can use social networking to get feedback on ideas immediately, or to ask questions and get answers quickly. If we're developing a product or even just an idea, we can bounce it off your friends and social networking contacts and find out what they think about it. We can also ask questions and receive answers in near-real-time, if our contacts know the answer or if we're a student in touch with teachers.

b) Share Multiple Points of View

Sheltered individuals may not understand how many different points of view that people have, and that it's possible for people to hold drastically different beliefs. Social networking helps you learn about diversity and get exposure to multiple points of view. Ultimately, this

exposure can help you to learn to look at things from different angles, and be more tolerant of other people's opinions, things that go a long way in the working world.

c) Talking to Other Students

Many student organizations have specific social networks designed to help students connect. Social networking tools can be a great way for students to get in touch with other students in the same school, or when they're considering a college or new school. Check with student organizations to see if they have a particular social networking tool, or type the school into our favorite social networking Web site and see what you find.

d) Stay in Touch Anywhere

Mobile social networking is becoming increasingly popular as more and more people have cell phones capable of running social networking applications. People can use mobile social networking tools to stay in touch with friends, and make plans on the fly. Mobile social networking tools are also great if you've got a long train or subway commute and want to stay in touch with friends and find out what they're doing.

e) Low Costs

Definitely, it's cheaper to use online social networking for both personal and business use because most of it is usually free. While personal use is rather simple for anyone, the business functions are underestimated by many. In a social networking site, we can scout out potential customers and target markets with just a few clicks and keystrokes, adding a boost to our usual advertisements and promotional strategies. It lets us learn about their likes and dislikes, which is

tremendous. If we want to fine tune our business, then this is the way to go, whether on a budget or not.

3.8 DRAWBACKS OF SOCIAL NETWORKING SITES:

There are some disadvantages of social networking sites are as follows:

a) Lack of Anonymity

We are putting out information about our name, location, age, gender, and many other types of information that we may not want to let others know. Most people would say be careful, but no one can be certain at any given time. As long as people can know who they exactly are, then some can find ways to do us in.

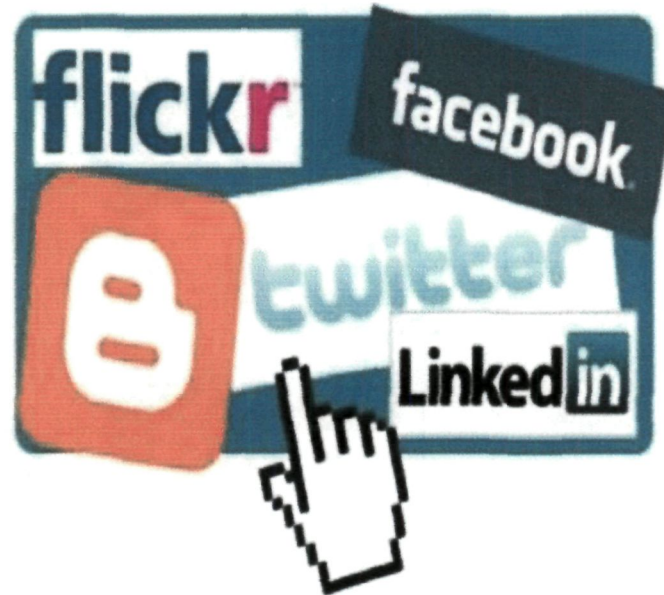
b) Scams and Harassment

There is a potential for failure of security in both personal and business context. While many sites apply certain measures to keep any of these cases of harassment, cyber-stalking, online scams, and identity theft to an absolute minimum, you still may never know.

c) Time Consuming

If this is not our kind of thing that it would just be a waste of time for us. The key to social networking is that it is supposed to be fun, whether we are just doing it for kicks or clicking around for business purposes. That should be reasonable enough for anyone, but there are those people who don't see the point. For them, it can be a disadvantage.

Popular Social Networking Sites



There are a lot of social networking sites emerging day by day. This is obviously a good news provided you enjoy the benefits availed by these sites with a little caution. Also there has been an increasing trend among the employers to visit our profile in the social media sites. They genuinely believe that it reciprocates the personality of the candidate. So, care should be there in maintaining our profile accordingly. We can select the suitable site for us based on our need as some may use these sites for relationships, some for business promotion and the need vary with individuals. There are lots Social Networking Sites from which we can choose the one for us. Below are the most prominent among them.

#1 Facebook



URL:www.facebook.com

Minimum Age: 13

Facebook is the most popular and fast growing social network around the world. Facebook is a social communication tool designed to allow users to contact and communicate with other Facebook users (www.facebook.com) and the master brain behind this was created in 2004 by Mark Zuckerberg for intra-campus socializing, Facebook quickly spread to other university campuses and soon became the most popular social networking site among college students in the US (Cassidy, 2006). Facebook expanded to include high school campuses in 2005, and commercial organizations in 2006. Facebook intend to keep family, friends, and also the business associates connected. It is one among the biggest networking sites. It was initially started as college networking site. Later on this expanded and now each and everyone can be included. With Facebook we can share your status updates, photos, videos etc and your friends can like and comment on your shares. We can also tag your friends in photos and videos. Creating Facebook pages, groups etc can be really beneficial to your business. Starting a business page in such social networking sites in India and maintaining it with updates regarding the latest development in your business will always be a positive. Giving promotion to the blogs can also be done by these types of social networking sites in India. Facebook is now available to anyone who is older than 13 years of age (Nosko, Wood & Molema, 2010).

#2 LinkedIn



LinkedIn is a business oriented network, with more than 19 million experienced professionals from around the world representing 150 industries. Users create professionally-focussed profiles, citing their career interest, work history, and academic history in lieu of personal photographs and favorite movies. LinkedIn is one of the Social Networking Sites(SNSs) which are used by many professionals. Some use them to expand their business where as some rely on such SNS to find jobs. LinkedIn can be used in a highly productive manner. If we are presently working as a freelancer or looking to be one, initially getting projects would seem to be a great challenge. With LinkedIn we can set up our profile which shows our services, the skills and the experience we have. This surely cost free way for marketing our services. If we are not satisfied with our present job then also using LinkedIn can be really beneficial. Starting a business is not a great task these days but sustaining and being success with the business takes a little bit of effort. With LinkedIn we will get a lot of connections and thus customer base will also follow. When anyone searches in Google for you, it is always a positive if we can be easily visible and this is possible with LinkedIn as the page rank of such social networking sites in India is high. So care must be invested in making the profile and things must be added based on priority as people see the stuff in our profile. Not only we get connections but also advices from the experts from the features available in LinkedIn. Along with these features LinkedIn help finding our friends or our old associates of business.

#3 Twitter

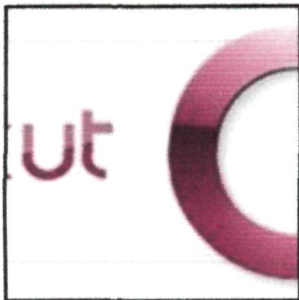


URL: www.twitter.com

Minimum Age: None

Twitter is one of those few social networking sites which emphasize on being precise with our ideas. Twitter launched in 2007, twitter currently has about 1 million active users. Twitter is a free social networking and micro blogging service that enables its users to send and read messages of up to 140 characters. Known as Tweets, these messages are displayed on the author's profile page and delivered to the author's subscribers, known as *followers*. Senders can restrict delivery to those in a specific group or, by default, allow open access. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications. While the service, itself, costs nothing to use, accessing it through SMS may incur phone service provider fees. This site is showing constant growth in regard of popularity. The media also avails leverage to the popularity of twitter as almost everything which relates to the use of service is covered. Even so the fact can't be hidden that like any other social networking sites in India, twitter too has pitfalls but still it is widely accepted. You can easily find a lot of celebrities who use twitter and they intimate their upcoming projects and links of latest images etc via the tweets.

#4 Orkut



Orkut was among the earliest social networking sites in India which was a revolution in India. This was a highly sensational site which found audience at a greater pace than ever before. Orkut with its unique features and user friendly nature was highly accepted in India and people without any exception in any regards started using orkut. It had an eye soothing appearance and its features supported all type of users with various needs. You can see who visited your profile previously but the same happens when you visit the profile of others. There is also a provision to hide your visit to other profile but then you will also not be able to see who visits your profile. There are a lot of settings options with which you can manipulate you're your photos publicly or either to a group or a single person. With the arrival of many other similar social networking sites in India, orkut has started shedding down its users. But it is now in the phase of regaining users and increasing the loyalty by making available a lot of new features.

#5 BharatStudent.com



Even though many social networking sites in India are emerging, the popularity of the earlier **social networking sites in India** like that of Bharatstudent.com has never fallen down. It aims to bring together all of the young Indian people who are living around the world. It is useful for every young Indians who are students, graduates, working professionals or even non-students by availing genuine widespread solutions for almost all professional and personal issues. This is really a useful website for students as it helps in finding career related or education related information. This type of social

networking sites in India knows the pulse of Indians and is designed accordingly to reward maximum suitability to their taste and the needs.

#6 Zedge.net



URL: www.Zedge.net

Zedge.net may not be projected as among the 'fruit of all type' **social networking sites in India** but surely it has some specific specialized provisions to offer. Zedge.net is not actually a social networking site. It is really an ultimate portal for almost all of your needs concerned with the mobile phones. To maximize your benefits from Zedge.net, you must be very well aware of how to use it. There is a vast collection of ringtones, wallpapers, applications etc which you can download from zedge.net. For this the primary thing is that you should register in this. After registering you can simply download the things needed by you. Then by using Bluetooth or USB cable, the downloaded files can be transferred to your phone.

#7 Ibibo.com



URL: www.ibibo.com

Ibibo.com is one among the leading social networking sites and a lot of new features and changes are made to increase the user friendly nature and attractiveness of the interface. The dashboard page helps to get the view of the news related to your friends and also the access easily to your activities. Just with few clicks, navigation can be easily done. Ibibo is one of the thriving and throbbing social networking sites in India and a lot of advantages are there in joining Ibibo.com. They have also introduced an expert's program. Here you can get help from people across India

for taking decisions and solving your problems. We can also extend your helps for those in need and get points and even earn money online. Since inquires arrive from diverse areas in such social networking sites, there are four categories and within that many meticulous categories are there. There are also provisions for creating polls and you can also vote on polls created by others. There are also ibibo opinions which have new categories from where you may read and also share opinions about products or services of your interest.

#8 hi5.com



URL: www.hi5.com

Like any of the other social networking sites in India, hi5.com too has features like network of friends, sharing of photos, status updates, and user groups. After the redesign of site in 2009, a lot of new features concentrating on the games and entertainment sections have been added. There are around 200 games of different types and even 2-3 new games are added per week. The users create a profile which shows their information like age, hometown, areas of interest etc. Users may also create their own photo albums and allow others to comment on it. They can set up music of their interest in their profile and enjoy games online. Friends request can be sent and received and both you and others can accept, reject, or block the person concerned. You can customize a lot of features accordingly to your wishes.

#9 Shtyle.fm



URL: [www. Shtyle.fm](http://www.Shtyle.fm)

Reading books are getting restricted these days with the popularity of digital media. People spent the majority of their time in front of systems and in their free time, they browse the net.

Shtyle.fm is one of those **social networking sites in India** which promotes you to read with the compelling way of presentation. It gives you a great chance to read over a wide variety of topics and the extra benefit is that reading never feels like a task with such social networking sites in India as things are presented in really soothing manner. You can make friends, play games, and do a lot of other activities after you register in the site. This site is really entertaining and can be used as an informative source too.

#10 Indyarocks



Indyarocks is one of the fastest growing and one of the largest entertainment

based social networking sites in India. The networking here is based on the individuals and their interests. We can get new friends and keep in touch with them and maintain the relationship beyond boundaries if we have an account in such social networking sites and an internet connection facility. Moreover to this we can express ourself to a community in an easier manner. We can also create, upload, and share photos, videos, music and movies. Self express and the creation of identity is easily possible with the available features like free sms, chat and gaming community

#11 Fropper.com



URL: www.Fropper.com

is one among the social networking sites in India where you can enjoy your stay. Creating personal zone, uploading, and sharing of photos, creating and joining groups, viewing and creating your ezblog and pass messages for connecting with people and making new friends are the main features of such social networking sites in India. To start using Fropper.com, you will have to register first. After registering you can easily login using the email Id which you used during registration and your secret password. The process of registering is very simple. You will have to enter your valid email ID, name and create a zone name. Mentioning your gender, birth date, location etc is also needed. When you select a password be sure that you choose one which you are more likely to remember.

#12 Myspace.com



URL: www.myspace.com

Minimum Age: 14

Myspace.com is yet another site in the vast pool of social networking sites in India which has a set of features capable to attract large number of users. MySpace has more than 110 users around the globe, and more than 300 profiles (some users have multiple pages and profiles). There is a bulletin board and bulletins are the posts there which everyone can see in your friends list. This is helpful to contact entire friends simultaneously. Since chances of phishing are there, bulletins get deleted after a period of ten days. With group feature which existed earlier, a group of people can share a general page and a message board. Anyone can create groups and the moderator can determine whether

to make a person the member of that group. Other features include provision to post comments, multimedia support and many more.

#13 Ning

URL: [*www.ning.com*](http://www.ning.com)

Ning is allows users to create their own social network. With more than 1.8 million Ning Networks created and 39 million registered users, millions of people every day are coming together through Ning to share common interests.¹⁰ There are there are a wide choice of features that can be added to Ning sites, including RSS support, messaging, videos, photos, chat, music, groups, events, and blogs. As a result of this broad set of choices, each social network on Ning is unique in its purpose, design, branding and features.

14 Bebo

URL: [*www.bebo.com*](http://www.bebo.com)

Minimum Age: 13

Bebo is world's third most popular social networking, with more than 40 million members, and it is 85th most trafficked site on the web. Currently a dominant force in the social networking market with a 28% share. Neilson Online established that 33% of Bebo users are under 18. The site is aimed at under 30s with a core membership of 16 – 24 year olds who spend 1.14 billion minutes on the site per month. The site contains safety videos designed to educate young people, parents and teachers on how to use Bebo in a safe and positive way. Profiles can be either personal (an individual), group (a club or organization) or a band (music). Profiles can be set to either 'Private' or 'Public'. Private profiles can only be viewed by people who have been accepted as friends whereas public profiles can be viewed by anybody. Bebo users can post brief comments onto profiles and these messages appear to all viewers.

However users can moderate comments made on their own profile. Following an email alert the owners can accept or decline the comment before it appears live on the page. Group profiles are controlled by individuals through their personal profiles. This status is called a moderator and means that a personal profile has to be created before a group profile can exist.

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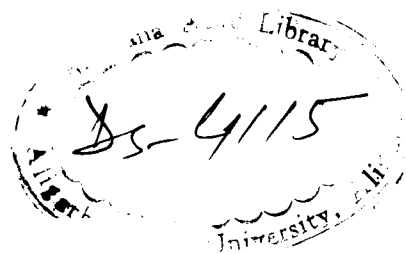
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Chapter-4

Data Analysis

&

Interpretation



Chapter-4

DATA ANALYSIS AND INTERPRETATION

The title of the present study is “Use of Social Networking Sites by Research Scholars of Faculty of Social Science, A.M. U: A Survey”. The collected data organized and tabulated by using statistical methods, tables and percentage.

A total number of 110 questionnaires were administered among the male and female research scholars of Faculty of Social Sciences, A.M.U and only 106 questionnaires were returned back from Research Scholars (47 from male research scholars and 59 from female research scholars). Thus, a total number of 106 questionnaires were returned back. The investigator selected 100 complete and filled questionnaires for analysis.

4.1 Gender wise distribution

In the clearly indicates gender wise distribution depicts that 44% (44) male and 56% (56) female research scholars use the SNSs. This survey conducted on 110 Research scholars, 100 questionnaires returned back. The investigator took 100 questionnaires for analysis.

The table shows that majority of the respondents who visit the Social Networking Sites.

Table-2 Gender wise distribution

Gender	No. of respondents	Total
Male	44	44%
Female	56	56%
Total	100	100%

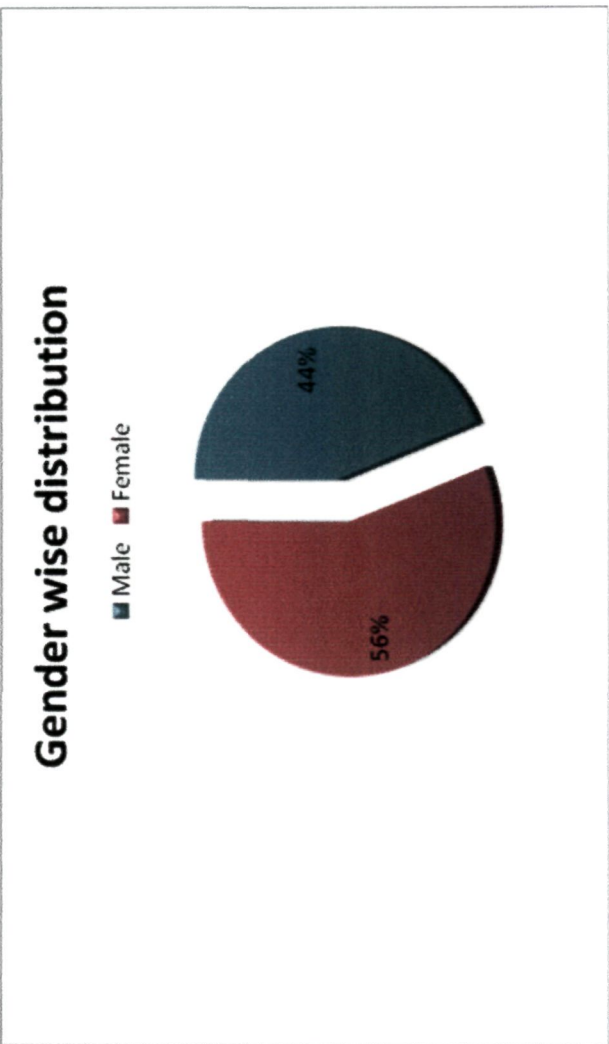


Figure Gender Wise Distribution

4.2 Use of Social Networking Sites

From the table Use of Social Networking Sites of the respondents has been found. It is clearly depicts from the cent percent of male research scholars and 56 of female research scholars of faculty of Social Science use SNSs.

Table -3: Use of Social Networking Sites

Category	No. of Responses	
	Male	Female
Yes	44	56
No	0	2

4.3 Active Membership in Social Networking accounts

In order to know the active membership of the male and female research scholars the investigator takes the response from respondent's. Table 3 clearly shows that 38.64% of male and 55.36% of female research scholars have membership in one SNS. Whereas 31.82% of male and 26.79% of female research scholars have account in two SNSs. 15.91% of male and 12.5% of female research scholars have active membership in three SNSs. But there are only 13.63% of male and 5.35% of female research scholars using more than three Social Networking Accounts.

It is clear from the analysis that majority of male and female research scholars have female membership only one SNS.

Table 4 Active membership in Social Networking accounts

Active Membership	No. of responses	
	Male	Female
One	17 (38.64%)	31 (55.36%)
Two	14 (31.82%)	15 (26.79%)
Three	7 (15.91%)	7 (12.5%)
More Than Three	6 (13.63%)	3 (5.35%)
Total	44 (100%)	56 (100%)

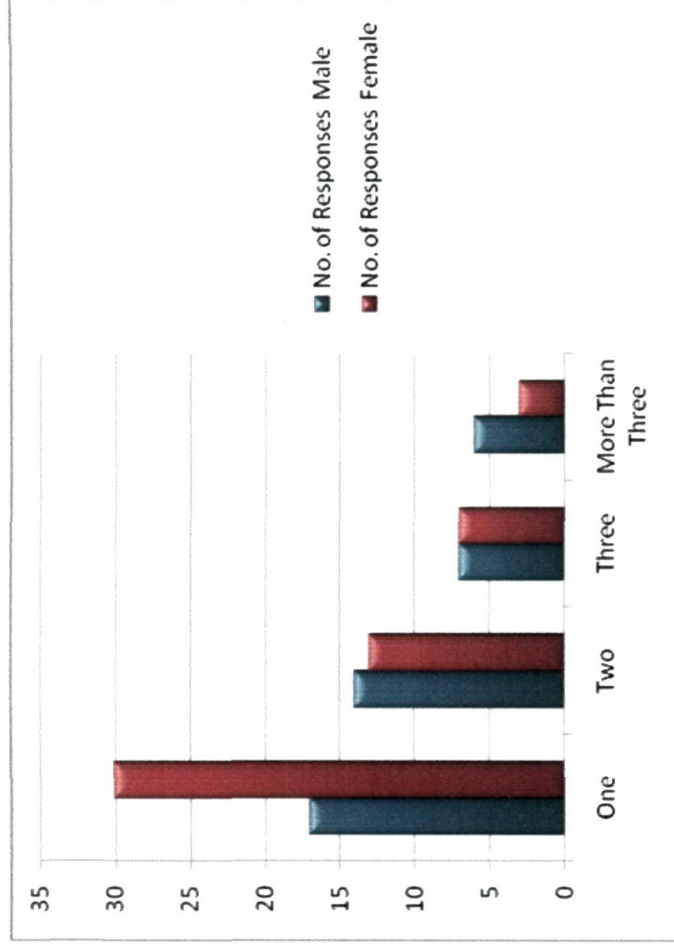


Table-3: Active Membership in Social Networking accounts

4.4 Total Average Friends on Social Networking Account

The result shows that 9.09% of male and 14.29% of female research scholars have only 1-50 average friends on SNS; whereas 15.91% male and 19.64% female research scholars responded that they have 51-100 total average friends on SNSs, 13.64% male research scholars and 19.64% are female research scholars have 151-200 friends, 34.09% male and 17.86% female research scholars have more than 200 friends on SNSs.

It is depicted friends on SNSs. that, majority of male research scholars have more than 200 friends, whereas maximum percentage of female research scholars have 151-200 friends on SNS.

Table 5 Total Average Friends on Social Networking Account

Active Membership	No. of responses	
	Male	Female
1-50	4 (9.09%)	8 (14.29%)
51-100	7 (15.91%)	11 (19.64%)
101-150	6 (13.64%)	11 (19.64%)
151-200	12 (27.27%)	16 (28.57%)
More Than Three	15 (34.09%)	10 (17.86%)
Total	44 (100%)	56 (100%)

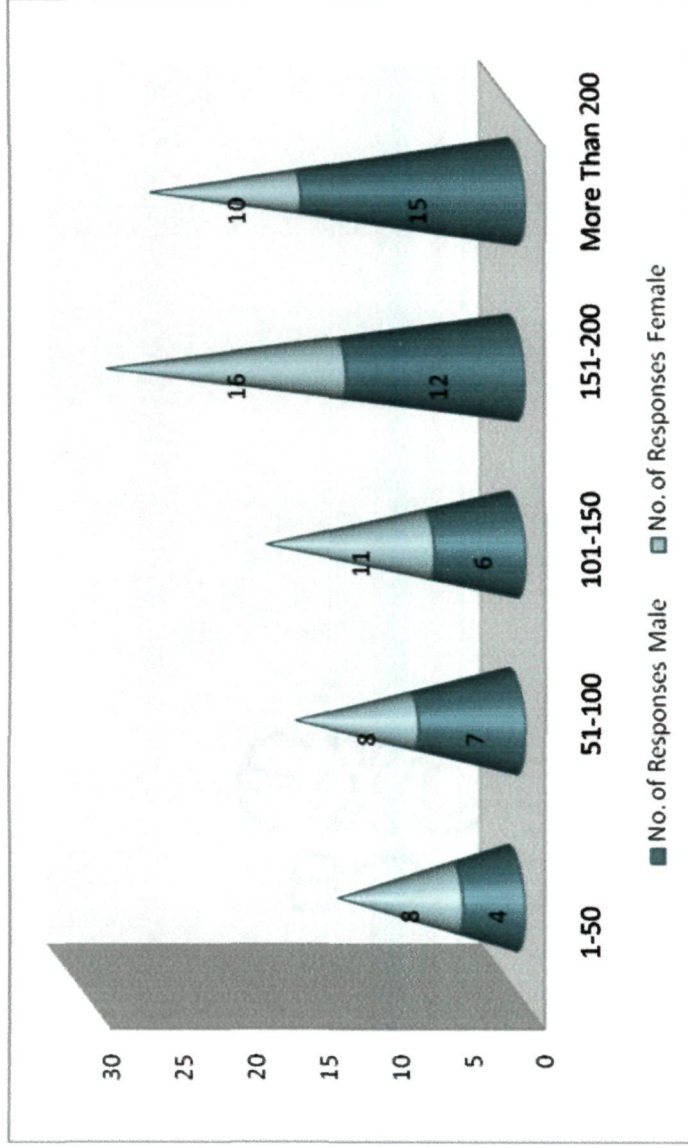


Figure Total Average Friends on Social networking Account

4.5 Adoption of Social Networking Sites by Research Scholars

In order to assess the frequency of using of SNS the time gap has classified into categories as shown in table -6. A good majority of respondents i.e (38.63%) male and 32.14% female research scholars are using SNS from the last 6 months, followed by 22.72% male and 26.79% female respondents one year, followed by 20.45% male and 23.21% female are using SNS for the last two years. And only 18.18% and 17.86% access SNS from more than two years.

It is clear from the above analysis that majority of 38.64% male and 32.14% female 6 months. It means adoption of SNS by research scholars increase.

Table 6 Adoption of SNS by Research Scholars

Active Membership	No. of responses	
	Male	Female
1-6 months	17 (38.64%)	18 (32.14%)
6-1 year	10 (22.73%)	15 (26.78%)
1 years-2years	9 (20.45%)	13 (23.21%)
More Than 2 years	8 (18.18%)	10 (17.86%)
Total	44 (100%)	56 (100%)

4.6 Favorite Social Networking Sites

Table 7 show respondents *Facebook* is the favorite SNS, of 70.45% male and 75% female respondents, 11.36% male and 10.71% female responded for *linkedin*, 9.09% male and 3.57% female responded *Myspaces*, 9.09% male and 8.93% female favored for *twitter*. Very few 1.78% female responded for *Orkut*.

It can be concluded that facebook is the most favorite SNS among research scholars of faculty of Social Sciences.

Table 7 Favorite Social Networking Sites

Social Networking Sites	No. of responses	
	Male	Female
Facebook	31 (70.45%)	42 (75%)
Linkedin	5 (11.36%)	6 (10.71%)
Myspace	4 (9.09%)	2 (3.57%)
Orkut	-	1 (1.75%)
Twitter	4 (9.09%)	5 (8.93%)
Total	44 (100%)	56 (100%)

4.7 Frequency of Visiting SNSs

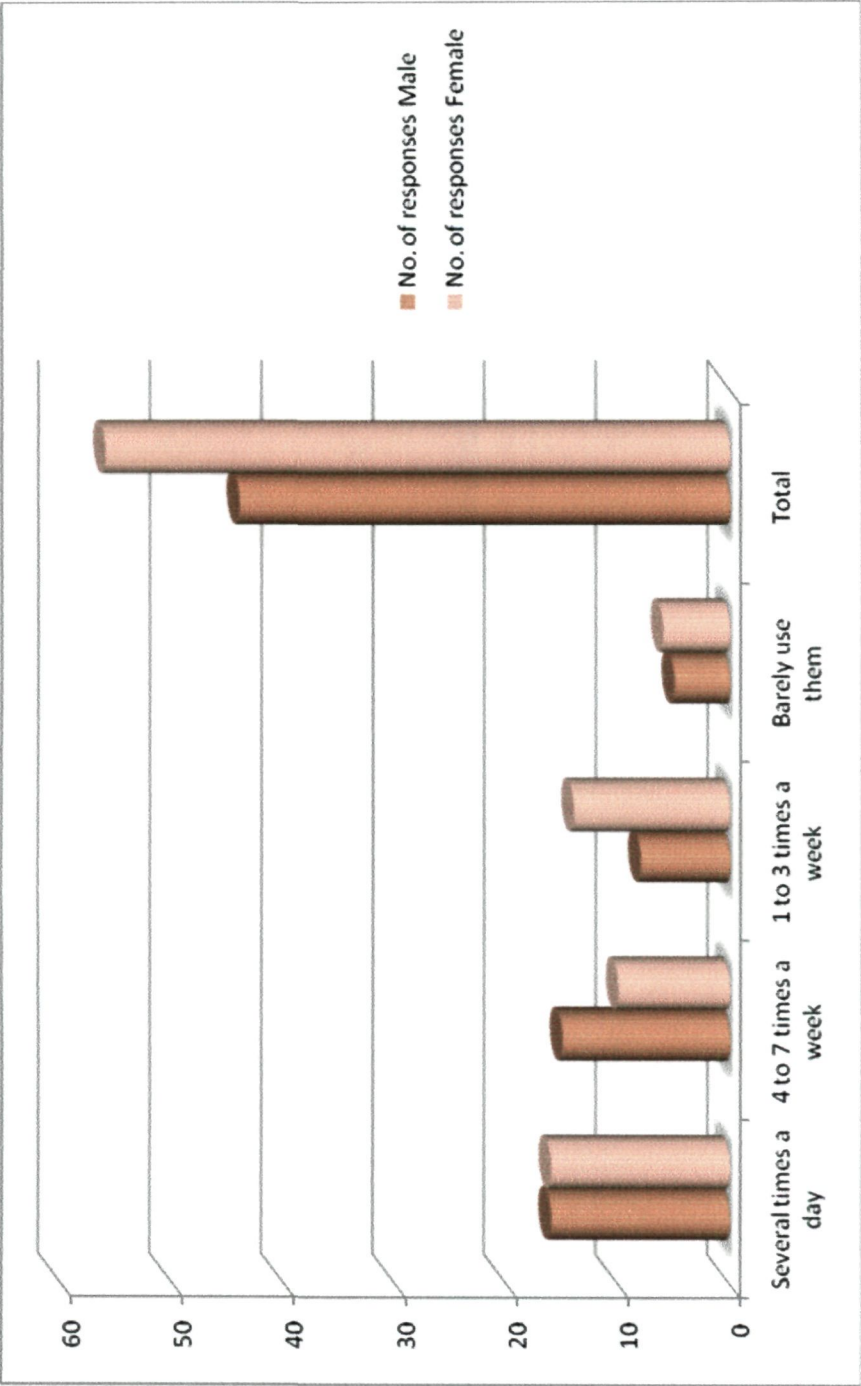
In order to access the frequency of visiting the SNSs the time gap has been classified into four categories as shown in table – 8.

Category wise analysis shows that 36.36% male and 28.57% female visit on SNS several times in a day, 34.09% male and 35.71% female visit 4 to 7 times a week, 18.18% male and 25% female visit 1 to 3 times a week, 11.36% male and 10.71% female research scholars barely use SNS.

The result shows that majority of 36.36% of male research scholars visit on SNS several times in a day, whereas 35.71% of female research scholars visit on SNS 10.72% of female research scholars barely use SNSs.

Table 8 Frequency of Visiting SNSs

Frequency	No. of responses	
	Male	Female
Several times a day	16 (36.36%)	16 (28.57%)
4 to 7 times a week	15 (34.09%)	10 (35.71%)
1 to 3 times a week	8 (18.18%)	14 (25%)
Barely use them	5 (11.36%)	6 (10.72%)
Total	44 (100%)	56 (100%)



Frequency of Visiting SNSs

4.8 Time spent per week on SNS

In order to assess the time spent per week on by male & female research scholars, investigator has categorized time into 4 levels.

It is clear from the table 8 that 11.36% of male and 21.42% of female research scholars of faculty of Social Sciences responded that they spent 1-3 hours per week on SNS, whereas 20.45% of male and 25% of female responded that they spend 3 to 5 hours in a week, 27.27% of male and 23.21% of male research scholars use 5-8 hours in a week, 40.91% of male and 30.25% of female use more than 8 hours in a week for accessing SNS.

The result shows that majority of the male and female research scholars use SNS more than 8 hours.

Table 9 Time spent per week on SNS

Time (Hours/Week)	No. of responses	
	Male	Female
1-3 hours	5 (11.36%)	12 (21.43%)
3-5 hours	9 (20.45%)	14 (25%)
5-8 hours	12 (27.27%)	13 (23.22%)
More Than 8 Hours	18 (40.92%)	17 (30.35%)
Total	44 (100%)	56 (100%)

4.9 Mobile Social Networking

From the table 9 it is observed that 65.90% male and 41.07 female research scholars use Mobile Social Networking, this shows that mobile social networking is high in male research scholars than female research scholars.

Table 10 Mobile Social Networking

Category	No. of responses	
	Male	Female
Yes	29 (65.90%)	23 (41.07%)
No	15 (34.09%)	33 (58.93%)
Total	44 (100%)	56 (100%)

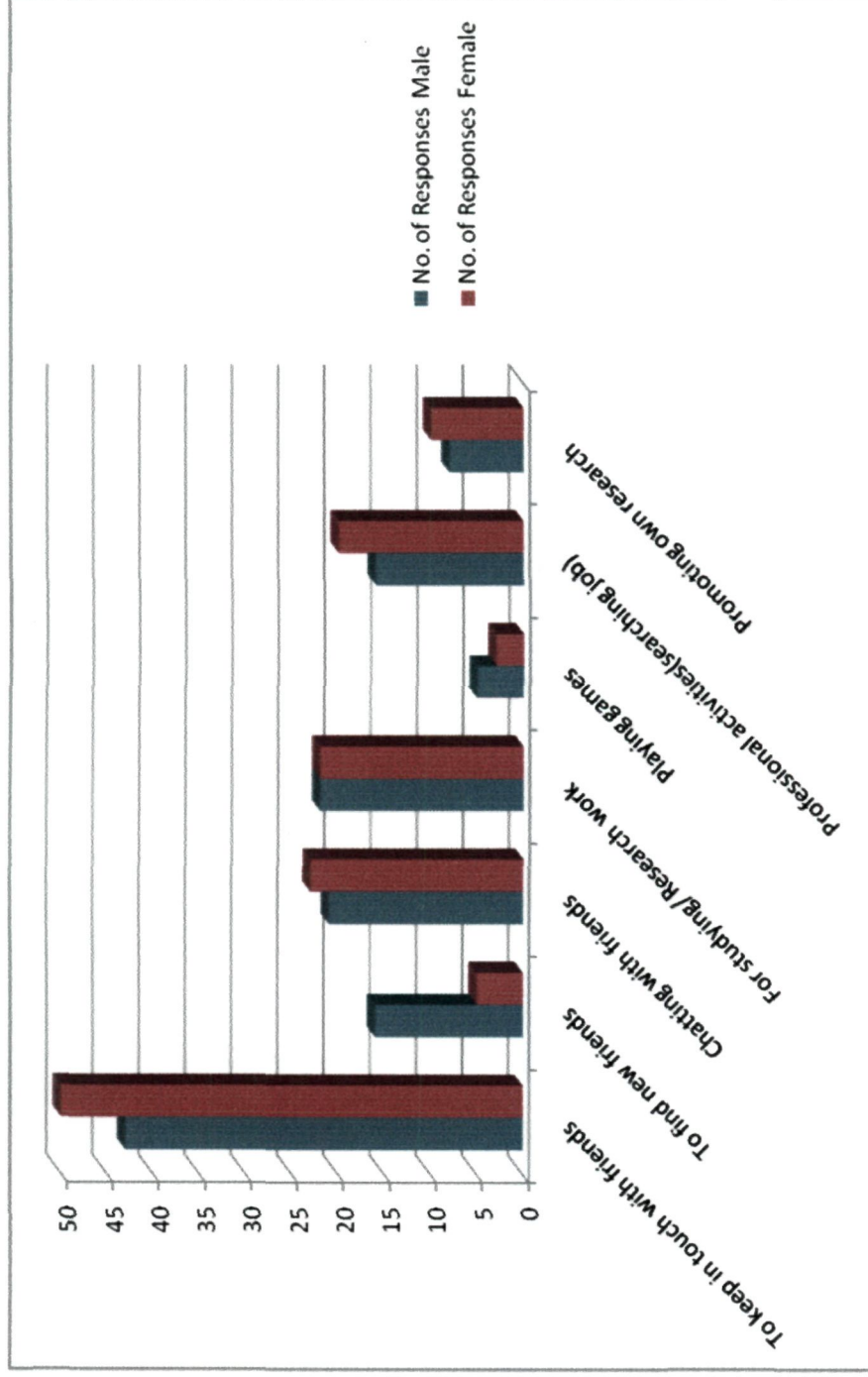
4.10 Reason for using Social Networking Sites

It is clear from the table 11 that, 97.72% male research scholars and 89.28% female research scholars responded that they use SNS to keep in touch with their existing friends. While 36.36% males and 8.92% females are interested of find new friends through SNS. However 47.72% male and 41.07% female research scholars male use of SNS for the purpose of chatting with friends. 50% male and 30.35% of female research scholars utilized SNS for studying/research work. Very little percentage i.e. 11.36% and 5.35% of male and female respectively use it for playing games. Professional activities opted by male 36.36% and female 35.71% for exploiting the SNS. Some of them i.e. 18.18% male and 17.85 female research scholars make are use of promoting their own research through SNS.

From the above passage, it can be concluded that majority of the (97.72%) of male and female (89.28%) research scholars of Faculty of Social Sciences use SNS for top keep in touch with their friends. However, only few 11.36% of male and 17.85% of female use SNS for playing games.

Table 11 Reason for using SNS

Reason	No. of responses	
	Male	Female
Two keep in touch with friend	43 (97.72%)	50 (89.28%)
To find new friends	16 (36.36%)	5 (8.9%)
Chatting with friends	21 (47.72%)	23 (41.07%)
For studying/ Research work	15 (34.09%)	17 (30.35%)
Playing Games	5 (11.36%)	10 (17.85%)
Activities (searching job)	16 (36.36%)	20 (35.71%)
Promoting own research	8 (18.15%)	10 (17.85%)
Total	44 (100%)	56 (100%)



Use of Social Networking Sites

4.11 Membership in Communities/Group

Table 12 indicates the membership in communities/Group of male and female research scholars.

Category wise analysis shows that 61.36% male and 57.14% of male research scholars are member in community or group in SNS. Only 38.63% male and 42.85% are female research scholars of them do not have membership in any communities or group in SNSs.

It is clearly from the passage that most of the male and female research scholars are member of communities or group.

The data in the above the reveals that 61.36% male and 51.78% were female research scholars are member in community or group in SNS. Only 38.63% male and 42.85% were female research scholars of them do not have membership in any communities or groups in SNS.

Table 12 Membership in Communication/Group

Category	No. of responses	
	Male	Female
Yes	27 (61.36%)	32 (57.14%)
No	17 (38.63%)	24 (42.86%)
Total	44 (100%)	56 (100%)

4.12 Participation in discussion

The table shows the fact that 61.36% male membership and 57.14% of female members, who have membership in community/page/group, Only 22.22% male and 28.13% female members often participate in discussion conducted in online SNSs. however it is also clear from the table that sometimes 59.26% male and 18.75% female research scholars participate in discussion conducted in online SNS, only 14.18% male and 37.5% female rarely

participate in discussion/ comments through communities/pages/group. A very little percent of male and female i.e. 3.70% and 15.62% never participate.

It is concluded that majority of 59.26% male research scholars members sometimes participate in discussion conducted in online SNSs, whereas 28.13% of female members often participate in discussion. And very little percentage of male and female i.e. 3.70 and 15.62% never participate.

Table 13 Participation in discussion

Preference/Response	No. of responses	
	Male	Female
Often	6 (22.22%)	9 (28.13%)
Sometime	16 (59.26%)	6 (18.75%)
Rarely	4 (14.81%)	12 (37.5%)
Never	1 (3.70%)	5 (15.62%)
Total	27 (100%)	32 (100%)

4.13 Users created their own Communities

It is clearly indicated from the above table 14 that a portion i.e. 68.18% male and 83.93% female research scholars do not have their own Communities/page/group in SNS. A little portion of male 31.81% and 16.07% has their own communities or group in social networking sites.

It is clearly depicted from the table 13 that majority of the male & female research scholars do not have their own community page.

Table 14 Users created their own Communities

Preference/Response	No. of responses	
	Male	Female
Yes	14 (31.81%)	9 (16.07%)
No	30 (68.18%)	47 (83.93%)
Total	44 (100%)	56 (100%)

4.14 Use of Games/Entertainment applications

The tabulated data clearly indicates that only 22.72% male and 41.07% female play game popular games in open ended questionnaire are *Farmville*, *cricket*, *Mafia ware*, *angry*, *bird* and *birthday calendars*. While majority of the female research scholars do not use gaming or other entertainment.

Table 15 Users created their own Communities

Category	No. of responses	
	Male	Female
Yes	10 (22.73%)	23 (41.07%)
No	34 (77.27%)	33 (58.93%)
Total	44 (100%)	56 (100%)

4.15 Addicted of games/ application

From the table it can clearly understand that very small part of male i.e. 9.09% addicted of these games on the other hand female 35.70% using these games. A part of male 90.91% and 58.92% female do not use of these games. It can be said that female respondents are more addicted of these games as compared to male respondents.

Table 16 Addicted of games/ application

Category	No. of responses	
	Male	Female
Yes	4 (40%)	10 (43.48%)
No	6 (60%)	13 (56.52%)
Total	10 (100%)	23 (100%)

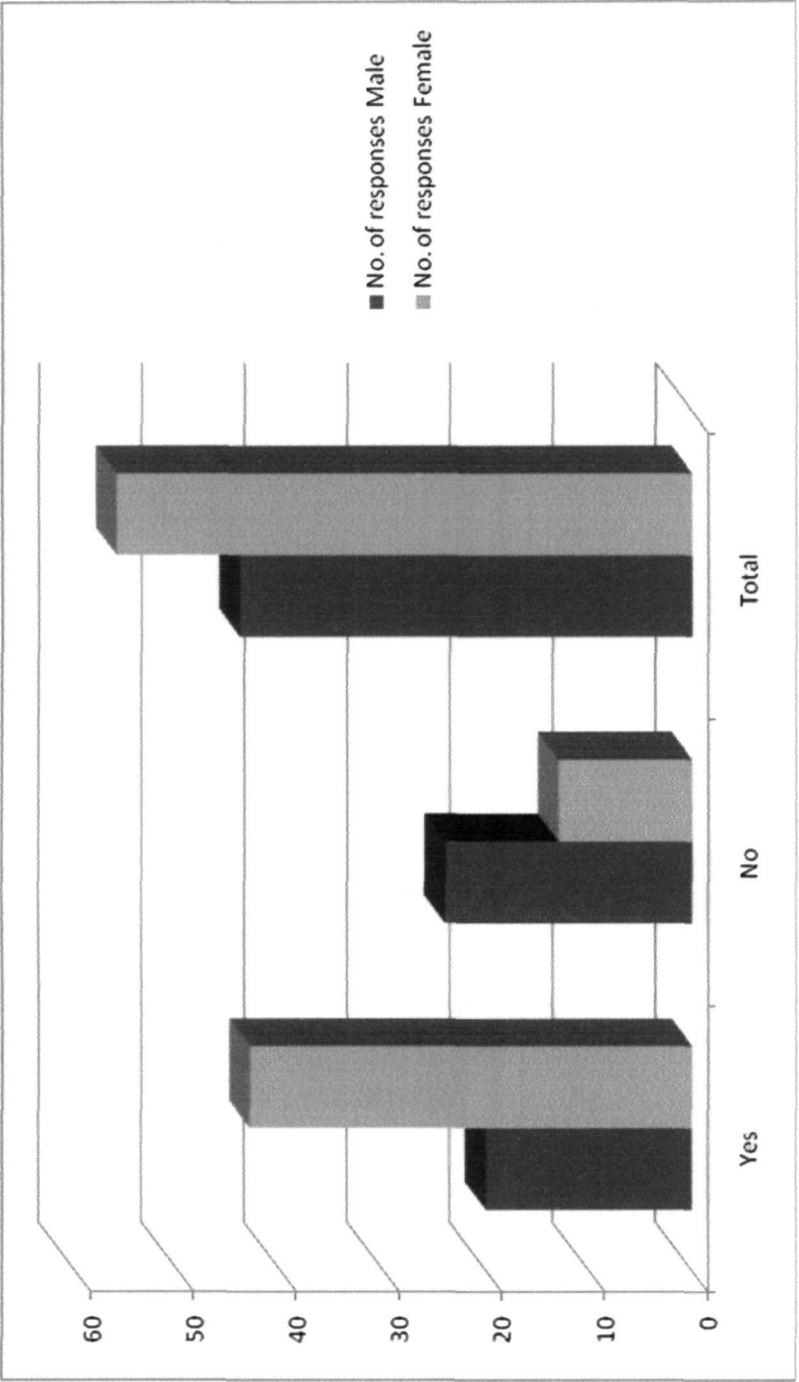
4.16 Awareness of Privacy Policy

The result shows that 54.54% of male research scholars have not read the privacy policy of Social Networking Sites while creating their profiles and 45.45% male aware about privacy of policy.

Whereas majority female research scholars 71.42% said that they read the privacy while created the SNS account and only 23.21% female not read the privacy policy.

Table 17 Awareness of Privacy of Policy

Category	No. of responses	
	Male	Female
Yes	20 (45.45%)	43 (76.78%)
No	24 (54.54%)	13 (23.21%)
Total	44 (100%)	56 (100%)



Awareness of Privacy Policy

4.17 Loss of Privacy

Respondents were asked about whether they feel loss of privacy by exhibition of their profile in SNS.

Table 18 shows the 45.45% male and 48.21% female research scholars felt that they are afraid of losing privacy whereas 11.36% male and 23.21% of female research scholars believed that no privacy loss in it. However, a moderate 43.18% male and 28.57% of female feel that there is a loss of privacy to some extent.

It can be concluded that most of the male and female research scholars feel loss of privacy by exhibition of their profile in SNS.

Table 18 Loss of Privacy

Category	No. of responses	
	Male	Female
Yes	20 (45.45%)	27 (48.21%)
No	5 (11.36%)	13 (23.21%)
To some extent	19 (43.18%)	16 (28.57%)
Total	44 (100%)	56 (100%)

4.18 Modification on default privacy setting of SNS

The tabulated data indicated that majority of female 80.36% and male 77.27% research scholars made modifications on default privacy setting while joining in Social Networking sites. However male (22.72%) and female (19.64%) research scholars use the pre-set privacy setting.

Table 19 Modification on default privacy setting of SNS

Category	No. of responses	
	Male	Female
Yes	34 (77.27%)	45 (80.36%)
No	10 (22.73%)	11 (19.64%)
Total	44 (100%)	56 (100%)

4.19 Users opinion on SNS

It have been found that 13.63% male and 5.35% female research scholars said that SNS *seriously affecting* to their research work, 38.63% male and 42.85 % female said SNS *slightly affecting*, 29.54% male and 39.29% female said *No impact*, whereas 13.63% made and 12.5% responded that it is slightly helping. But only 4.45% male reported that it is *seriously helping* in their studies female research scholars not responding on regarding SNS which help seriously. So, the result shows that maximum percentage of male and female i.e. 38.63% and 42.85% that SNSs slightly affecting to their research work.

Table 19 Users opinion on SNS

Impact Factor	No. of responses	
	Male	Female
Seriously affecting	6 (13.63%)	3 (5.35%)
Slightly affecting	17 (38.63%)	24 (42.85%)
No impact	13 (29.54%)	22 (39.29%)
Slightly helping	6 (13.63%)	7 (12.5%)
Seriously helping	2 (4.54%)	0 (77.27%)
Total	44 (100%)	56 (100%)

4.20 Specific uses of SNSs for research work

Research scholars use SNSs to a great extent by joining different groups and communicating with other research scholars, researching guides by commenting on topics or by introducing topics that they hope would discussion. They can share information, exchange files, and seek comments, advice, give opinions, and suggestions, and ideas instantly and interactively.

The table indicates that the search for *relevant materials* is the most specific use of SNS as responded by 72.72% male and 57.85% female research scholars followed by *finding other researcher* 43.18% male and 53.57% of female research scholars. SNSs are least used for *publishing material* 27.27% male and 23.21% of female. However, 34.09% of male and 32.14% female research scholars responded that they *contact with other researchers*.

Table 21 Specific uses of SNSs for research work

Preference/Response	No. of responses	
	Male	Female
Contact with other researcher	15 (34.09%)	18 (32.14%)
Finding other researcher	19 (43.18%)	30 (53.57%)
Finding relevant material	32 (72.72%)	38 (67.85%)
Publishing material	12 (27.27%)	13 (23.21%)

*Multiple answers are permitted

4.21 Use of specialized SNS for research work

Table – 22 indicates the opinions of the research scholars about the specialize SNS for research work. About 38.63% male and 53.57% female are use *academia*, 11.36% male and 10.71% female use *Cite U Like*, 52.27 of male

and 39.28% of female use liked in, 13.63% of male and 8.92% of female use *Mendeley*, 34.09% of male and 42.85% of female use *Research Gate*, female research scholars use *Research ID* in the their research work.

It can be concluded that *linkedin* mostly used by male research scholars as compare to female research scholars, whereas *academia* is mostly used by female research scholars as compare to male. And the least used site by 11.36% male is cite u like, however the least used site by female is research ID (3.57%).

Table 22 Use of specialized SNS for research work

Preference/Response	No. of responses	
	Male	Female
Academia	17 (38.63%)	30 (53.57%)
Cite U Like	5 (11.36%)	6 (10.71%)
Linkedin	23 (52.27%)	22 (39.28%)
Mendeley	6 (13.63%)	5 (8.92%)
Research Gate	15 (34.09%)	24 (42.85%)
Research ID	10 (22.72%)	2 (3.57%)

*Multiple answers are permitted

4.22 Benefits of Using SNSs

The table reveals that majority of male and female research scholars get benefits from Social Networking Sites.

Male research scholars 43.18% get benefit in research and learning through SNS followed by developed read and writing skills with 34.09%, increase self esteem and well being with 31.81%, collaborative and peer to peer learning , collation of resources, virtual meeting with co-research scholars with 27.27%. Only 13.63%reported that they develop an e-portfolio for future development through SNS. However, maximum 53.57% female said they gate benefit in help in reach and learning, 46.42% female research scholars develop

read and writing web skills through SNS, increase self esteem and well being with 39.28%, Collation of resources 32.4%, collaborative and peer to peer learning 25% and only 17.85% reported that they develop e-portfolio for future development through SNS.

Table 23 Benefits of Using SNSs

Preference/Response	No. of responses	
	Male	Female
Collaborative and peer-to-peer learning	12 (27.27%)	14 (25%)
Collation of resources	12 (27.27%)	18 (32.4%)
Develop read and writing web skills	15 (34.09%)	26 (46.42%)
Help in reach and learning	19 (43.18%)	30 (53.57%)
Increase self esteem and well being	14 (31.18%)	22 (39.28%)
Virtual meeting with co-research scholars	12 (27.27%)	16 (28.57%)
Developing an e-portfolio for future development	6 (13.63%)	10 (17.85%)

*Multiple answers are permitted

4.23 Visiting SNSs: a wastage of time

It is clear from the tabulated data that majority of male and female research scholars i.e. 75% and 82.14% responded that using SNSs not a wastage of time.

However, few respondents expressed that visiting SNS is a waste of time a male 25% and female 17.85%.

Table 23 Visiting SNSs: wastage of time

Category	No. of responses	
	Male	Female
Yes	11 (25)	10 (17.85%)
No	33 (75%)	46 (82.15%)
Total	44 (100%)	56 (100%)

4.24 Trust of SNS

Table 24 Shows that the trust on SNSs by the research scholars on a scale of 1 to 10. 1 being 100% trustworthy to what extent do you trust SNSs.

4.5% male and 1.78% of female research scholars have 90% trust on SNS, 9.09% of male and 5.35% of female have 80% trust on SNS, 11.36% of male and 19.64% of female have 70% trust SNSs, 25% male and 32.14% female have trust on SNS, 15.90% male and 17.86% female have 50% trust on SNSs, 20.45% male and 10.71% of female have 40% trust on SNS, 4.54% male and 7.14% female have 30% of trust on SNS, 2.27% male and 3.57% female have trust on SNS, and only 4.54% male and 1.78% female have 10% trust on SNSs.

From the above passage it can be concluded that maximum percentage of male and female research scholar on the scale lies on 60%.

It means 25% male and 32.14% female research scholars of faculty of Social Sciences have 60% on SNSs. It is interesting to note that no one have 100% trusts on SNS.

Table 24 Trust of SNS

Scale	No. of responses	
	Male	Female
1	0	0
2	2 (4.54%)	1 (1.78%)
3	4 (9.09%)	3 (5.35%)
4	5 (11.36%)	11 (19.64%)
5	11 (25%)	18 (32.14%)
6	7 (15.90%)	10 (17.86%)
7	9 (20.45%)	6 (10.71%)
8	2 (4.54%)	4 (7.14%)
9	1 (2.27%)	2 (3.57%)
10	2 (4.54%)	1 (1.78%)

4.25 Risk and problems associate with SNS

Research scholars are asked to indicate risk and problems faced, if any, using SNSs. Of the six choices provided by the questionnaire, the most common risk or problem cited by male/and female research scholars is *privacy concerns*-invasion of privacy, disclose- 59.90% are male and 60.71% are female; *unwanted attention from others* male research scholars said 34.09% and 53.57% female; *data security-e.g. hacking indentify theft*-male research scholars responded 43.18% and female research scholars 46.42% and *accessed denied by university* responded high 38.63% than female 25% surprisingly, 25% male and only 8.92% female reported that they did not have the information literacy skills to use various services and facilities of SNSs available via the Internet.

Notably, female research scholars were more concerned about privacy issues and cyber bullying than male. Cyber-bullying is a potential risk, and it's easier to say things over the internet rather than face to face.

Table 26: Risk and Problems associated with SNS

Preference/Response	No. of Responses	
	Male	Female
Access denied by my university	17(38.63%)	14(25%)
Cyber-bullying	5(11.36%)	18(32.14%)
Data security	19(43.18%)	26(46.42%)
Information literacy	11(25%)	5(8.92%)
Privacy concerns	26(59.09%)	34(60.71%)
Unwanted attention from others	15(34.09%)	30(53.57%)

*Multiple answers are permitted

4.26 Victim of SNS bullying

Cyber-bullying are the topmost concerns while using these sites. It is mentioned that in the table that 8.92% female research scholars of faculty of Social Sciences and 4.54% male research scholars respondents they had the victim of cyber-bullying. While majority of them not faced such problems.

Table 27: Victim of SNS bullying

Response	No. of Responses	
	Male	Female
Yes	2(4.54%)	5(8.92%)
No	42(95.45%)	51(91.07%)

Chapter-5

Findings, Suggestion & Conclusion



Chapter-5

Findings, Suggestions and Conclusion

This chapter deals with the findings, suggestions and conclusion of the study. The foundation of the chapter is the output and the results of the data analysis which incorporated the various formulated objectives and their assessment. The interpreted and the analyzed facets of the study based on the results retrieved and the overall addition to the existing stock of knowledge is being caged in the chapter. It includes the major revelations determined by the study. Besides, it includes the overall conclusion of the study and various suggestions both experienced from the study and the literature scrutinized.

5.1 FINDINGS

The major findings of the study can be drafted as under:

- 5.1.1 Majority of both male and female research scholars of Faculty of Social Science using Social Networking Sites.(Table-3)
- 5.1.2 The study identified that the majority of the male 17 (38.63%) and female research scholars 30 (55.36%) have membership in one Social networking site. But there are only 6 (13.63%) were male and 3(5.35%) were female using more than three Social Networking accounts. (Table-4).
- 5.1.3 Majority of male research scholars (34.09%) have more than 200 friends; while majority of female research scholars (28.57%) have 151-200 friends on SNSs. (Table-5).
- 5.1.4 In the study reveals that most of the research scholars i.e. 17(38.64%) male and 18(32.14%) female of Faculty of Social Sciences are using SNS from the last 6 months.(Table-6)

Findings Suggestions and Conclusion

- 5.1.5 Facebook is the most favorite SNS among Research Scholars of Faculty of Social Sciences followed by LinkedIn. (Table-7)
- 5.1.6 Maximum percentage of male research scholars uses SNS several times a day whereas female research scholars use SNS 4 to 7 times a week. (Table8)
- 5.1.7 Majority of male and female research scholars spent more than 8 hours per week on average time on SNS. (Table-9)
- 5.1.8 Most of the male research scholars of Faculty of Social Sciences responded that they use Mobile Social Networking. (Table-10)
- 5.1.9 Majority of the male and female research scholars said that main reason behind user's motivation to use SNSs is it helps them to keep in touch with their friends. Very small percentage i.e. 11.36% and 17.85% of male and female respectively use it for *playing games* (Table-11)
- 5.1.10 The study reveals that 61.36% male and 57.14% female research scholars are member in communities or groups in SNSs.(Table-12)
- 5.1.11 It was found that small portion of male (31.81%) and female (16.07%) has their own communities or groups in social networking sties. (Table-13)
- 5.1.12 The study identified that male and female research scholars do not use gaming or entertainment applications in SNSs.(Table-14)
- 5.1.13 Most of the male 60% and 56.52% female research scholars do not using games on SNSs.(Table-15)
- 5.1.14 A good number of male research scholars never read privacy of their SNSs while creating the profiles. In the case of female research scholars, majority 76.78% said that they read the privacy policy while creating the SNS account.(Table-16)

Findings Suggestions and Conclusion

- 5.1.15 The study also indicates that an equivalent number of male and female research scholars said that they have made modifications on the default privacy settings while creating their profile. (Table-17)
- 5.1.16 Maximum percentage of male (77.27%) and female (80.36%) of the students said that they have made modifications on the default privacy settings while creating their profile. (Table-18)
- 5.1.17 A good number of male (38.63%) and female (42.85%) opined that Social Networking Sites slightly affecting to their research work.(Table-19)
- 5.1.18 A very high percentage of male (72.14%) and female (67.85%) use specific SNS for their research work specially for finding relevant materials (27.27% male and 23.21% female) and some of them use specific SNS for publishing their research materials. (Table-20)
- 5.1.19Linkedin is the most popular Specific SNS for research purpose (53.57%) among male research scholars whereas academia is among female (72.14%). (Table-21)
- 5.1.20 The study reveals that majority of male and female research scholars get benefits from Social Networking Sites. (Table-22)
- 5.1.21 Maximum of male 75% and female 76.78% research scholars responded that using SNSs not a wastage of time. (Table-23)
- 5.1.22 The study indicates that no one have 100% trust on SNSs. (Table-24)
- 5.1.23 The most common risk or problem cited by male (59.09%) and female (60.71%) research scholars is privacy concerns. (Table-25)

5.2 TENABILITY OF HYPOTHESIS

HYPOTHESIS-I

Research scholars of Faculty of Social Sciences are accessing Social Networking Sites regularly

The analysis of collected data reveals that majority of research scholars of Faculty of Social Science are accessing Social Networking Sites regularly. (Table-3 and Table-8)

So, the hypothesis is proved.

HYPOTHESIS-II

Majority of research scholars use Social Networking Sites for their research work.

The analysis of the table no. 10 indicates that majority of the male (97.72%) and female (89.28%) use SNS for “to keep in touch with their friends”.

So, this hypothesis is to be null hypothesis.

HYPOTHESIS-III

Facebook is the most popular Social Networking Site among students.

It is proved from the analysis that Facebook is the most popular SNS among both male and female research scholars (Table-7).

So the hypothesis is proved.

HYPOTHESIS-IV

There is a significant difference among male and female research scholars with regard to awareness of privacy policy of Social Networking Sites.

It is revealed from the analysis that, 76.75% of female research scholars are well aware of privacy policy of SNS. However, only 45.45% of male research scholars

Findings Suggestions and Conclusion

are reading privacy policy of SNS while creating account in SNS. So, the hypothesis proved to be true.

5.3 SUGGESTIONS

- 5.3.1 As the research scholars have expressed their dissatisfaction towards the speed of Internet connectivity due to low bandwidth, it is recommended to provide speedy access to Internet facility and also number of nodes to the users should be increased in the Campus as per requirements.
- 5.3.2 The frequently power failure is one of the major problem in the University. So the users are facing lots of problem in accessing Internet. To maintain their interest towards SNS, the University must ensure adequate and continuous uninterrupted power supply.
- 5.3.3 The Aligarh Muslim University authority has recently banned temporarily to the access to SNS in the campus. This may be withdrawn immediately.

5.4 CONCLUSION

The study has been conducted to know the use of SNS by research scholars of Faculty of Social Sciences, A.M.U. Aligarh. The result of this study shows that a majority of respondents are aware of SNSs and are being used for friendly communication for the period of six months to a year. A good number of research scholars use these sites daily for an hour which can be used as an interactive platform for academic communication and can be a source of information/ knowledge with the help of their friends. Facebook is most preferred SNS of research scholars of A.M.U. Mobile Social Networking is mostly used by male research scholars. Although there are many resources and services available through these sites, there are also risk and problems. Privacy and cyber-bullying are the top most concerns while using SNSs.



Appendices

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Questionnaire

Department of Library and Information Science

Aligarh Muslim University, Aligarh

Dear Research Scholar,

I am conducting a survey on the topic *“Use of Social Networking Sites (SNS) by research scholars of Faculty of Social Science, A.M.U: A survey”* under the supervision of Dr. Naushad Ali P.M, Associate Professor in the Department of Library and Information Science. You are invited to take part in this survey which aims to find some answers about your use of Social Networking Sites (SNS). I ensure you that the information obtained from this questionnaire would be utilized only for the dissertation work and this document would not be misused. I humbly request you to help me by your truthful participation.

Thank you.

Your sincerely

Farha Parvez

Personal Details:

Name:.....

Age:

Gender:.....

Department:.....

Year of Admission to research:.....

.....

Instructions: (Please fill the information in the blank space or put tick mark in square the bracket, you can give multiple answers for a question, if any)

1. Do you use Social Networking Sites? (Ex. Facebook, Twitter etc.)

(a) Yes [] (b) No []

If your answer is ‘Yes’ please go directly to question no.3, if ‘No’ please give answer of question no.2

2. For what reason are you not part of social networking sites? (May choose more than one option)

(a) It's boring [] (b) Not interested [] (c) I have no friends []

(d) I have no internet connection [] (e) Any other, please specify.....

(All participants who answer question 2. This is the end of the questionnaire)

3. How many Social Networking accounts you have?

(a) One [] (b) Two [] (c) Three [] (d) More than 3 []

4. How many friends do you have in your Social Networking account? If you have more than one account, please tick an average of your contact?

(a) 1-50 [] (b) 51-100 [] (c) 101-150 []
(d) 151-200 [] (e) More than 200 []

5. Roughly how long have you been using Social Networking Sites?

(a) Less than a month [] (b) 1-6 months [] (c) 6 months - 1 year []
(d) 1-2 years [] (e) 2- 3 years [] (f) more than 3 years []

6. Which are your favorite Social Networking Sites? (Rank your favorite 5 SNS in order of your priority, e.g. 1, 2, 3, 4, 5, 6...)

(a) Bebo [] (b) Bharatstudents [] (b) Facebook [] (c) Hi5 []
(d) LinkedIn [] (e) MySpace [] (f) Netlog [] (g) Orkut []
(h) Twitter [] (i) Zorpia []

Others: (Please Specify)

7. How frequently you use Social Networking Sites?

(a) Several times a day [] (b) 1 to 3 times a week []
(c) 4 or 5 times a week [] (d) Barely use them []

8. How many hours do you spend per week for Social Networking?

(a) 1 –3hr [] (b) 3– 5 hrs [] (c) 5 –8 hrs [] (d) More than 8hr []

9. Do you use mobile phone to access Social Networking Sites?

(a) Yes [] (b) No []

10. Why do you use Social Networking Sites? (You can select more than one answer).

(a) To keep in touch with my friends []
(b) To find new friends []
(c) Chatting with friends []
(d) For studying /Research work []
(e) Playing games []
(f) Professional activities (searching job) []
(g) Promoting own research []

11. Are you a member of any community /page/group in Social Networking Site?

(a) Yes [] (b) No []

11. (i) If, 'Yes', how often do you participate in discussions/comments through communities/pages/groups?

(a) Often [] (b) Sometimes [] (c) Rarely [] (d) Never []

12. Do you own any Communities/ Pages/ Groups in SNS?

(a) Yes [] (b) No []

13. Do you use Games or Applications in Social Networking Sites?

(a) Yes [] (b) No []

13. (i) If 'Yes', which is your favorite game or application?

1. 2.

14. Do you think you are addicted to these games/sites?

(a) Yes [] (b) No []

15. Did you read the Terms of use/ Privacy policy while creating the SNS account?

(a) Yes [] (b) No []

16. Do you feel that exhibiting your profiles in SNS to others is a loss of privacy?

(a) Yes [] (b) No [] (c) To some extent []

17. Did you modify privacy settings from default setting after creating the account?

(a) Yes [] (b) No []

18. To what extent do you think Social Networking Sites are affecting your studies?

(a) Seriously affecting [] (b) Slightly affecting [] (c) No impact []

(d) Slightly helping [] (e) Seriously helping []

19. Please specify the specific purpose(s) of using specialized academic SNSs for your research work? (Multiple answers are permitted)

(a) Contact with other researcher []

(b) Finding other researcher []

(c) Finding relevant materials []

(d) Publishing material []

20. Which of the following specialized academic SNSs do you use for research work/purpose (Multiple answers are permitted)?

- (a) Academia ☐ (b) Cite U Like ☐ (d) LinkedIn ☐ (e) Mendeley ☐
(f) Research Gate ☐ (g) Research ID ☐
(h) Other, please specify.....

21. How the uses of SNSs influence your research efficiency (benefits)? (Multiple answers are permitted)

- (a) Collaborative and peer-to peer learning ☐ (b) collation of resources ☐
(c) Develop read and writes web skills ☐ (d) Help in research and learning ☐
(e) Increase self esteem and well being. ☐ (f) Virtual meeting with co-research scholars ☐
(g) Developing an e-portfolio for future employment ☐

22. Do you consider using SNSs, wastage of time?

- (a) Yes ☐ (b) No ☐

23. On a Scale of 1 to 10. 1 being 100% trustworthy, to what extent do you trust these SNSs? Circle the appropriate number.

1, 2, 3, 4, 5, 6, 7, 8, 9, 10

24. Please indicate the risks and problems faced by you while accessing SNSs. (Multiple answers were permitted)

- (a) Access denied by my university ☐ (b) cyber-bulling ☐
(c) Data security ☐ (d) Information literacy ☐
(e) Privacy concerns ☐ (f) Unwanted attention from others ☐
(g) Any other (Please specify.....)

25. Have you ever been a victim of Social Networking bullying? If yes, to what extent did this affect you? (Please tick appropriate)

- (a) Yes ☐ (b) No ☐

If yes, to what extent.

.....

Thank you for spending time to help me!